

TENGA

TENGA Global Self-Pleasure Study

2018 Report

United States



2018 TENGA Global Self-Pleasure Study Overview

In partnership with TENGA and Burson-Marsteller, PSB set out create a global portrait of behaviors and attitudes regarding human health, wellness, sexuality, and masculinity. To this end, the PSB team launched a study in 18 different countries spread across the major regions of the world.

The goal of this study was to help TENGA lead global discourse around important topics related to sex, masturbation, and sex toy usage.

Countries Surveyed:

** Key Market*

Americas

- United States***
- Mexico
- Brazil

Europe

- United Kingdom***
- Germany***
- France***
- Russia

Asia Pacific

- Japan***
- China***
- Taiwan***
- South Korea***
- India
- Hong Kong
- Australia

Middle East + Africa

- UAE
- South Africa
- Nigeria
- Kenya

2018 TENGA Global Self-Pleasure Study Methodology

To ensure a representative sample of the 18-74 population in each market surveyed, PSB implemented fielding quotas and weighted final data to match the best available population statistics from each country on the basis of age and gender:

	US <i>n=1003</i>	UK <i>n=2000</i>	Germany <i>n=1000</i>	France <i>n=1000</i>	Japan <i>n=1000</i>	China <i>n=1008</i>	Taiwan <i>n=1000</i>	S. Korea <i>n=1000</i>	Mexico <i>n=1000</i>	Brazil <i>n=417</i>	Nigeria <i>n=400</i>	Kenya <i>n=405</i>	S. Africa <i>n=400</i>	Russia <i>n=400</i>	UAE <i>n=400</i>	India <i>n=406</i>	Hong Kong <i>n=400</i>	Australia <i>n=400</i>
Male	49.2%	48.8%	48.8%	48.4%	48.3%	50.7%	49.7%	49.3%	48.0%	46.9%	51.0%	50.0%	49.0%	46.0%	72.3%	51.5%	45.1%	49.3%
Female	50.8%	51.2%	51.2%	51.6%	51.7%	49.3%	50.3%	50.7%	52.0%	53.1%	49.0%	50.0%	51.0%	54.0%	27.7%	48.5%	54.9%	50.7%
18-24	12.4%	11.3%	12.9%	15.2%	11.0%	15.3%	16.6%	16.1%	26.7%	17.3%	34.7%	35.0%	26.8%	12.5%	20.2%	19.1%	11.1%	17.8%
25-34	17.9%	17.2%	13.7%	15.2%	12.1%	20.0%	20.8%	18.0%	22.0%	25.1%	26.5%	29.0%	25.0%	20.3%	39.4%	24.6%	16.2%	21.2%
35-44	16.2%	16.1%	16.0%	17.0%	15.6%	18.7%	18.8%	20.5%	19.5%	20.3%	16.9%	26.0%	18.3%	17.5%	25.5%	21.2%	17.7%	17.9%
45-64	33.8%	32.6%	33.6%	32.0%	61.3%*	46.0%*	43.8%*	45.4%*	23.0%	27.6%	21.9%*	10.0%	22.3%	33.0%	14.9%*	35.1%*	55.0%*	28.1%
65-74	19.7%	22.8%	23.8%	20.6%					8.8%	9.7%			7.6%	16.7%				

* For certain markets, an upper age bracket of 45-74 was used due to low response rates among 65-74 year old's.

Note: Due to sampling difficulties with older respondents in Kenya, respondents 65-74 comprise only 10% of the Kenya weighted sample, whereas our population estimates 25% of Kenyans are 45-74. Younger age groups have been reweighted accordingly.

Survey Methodology

As part of the global study, PSB Research interviewed N=1003 Americans aged 18-74 in order to understand Americans’ health and wellness, views on sex and masturbation in society, views on masculinity in society, and other related topics.

Sample

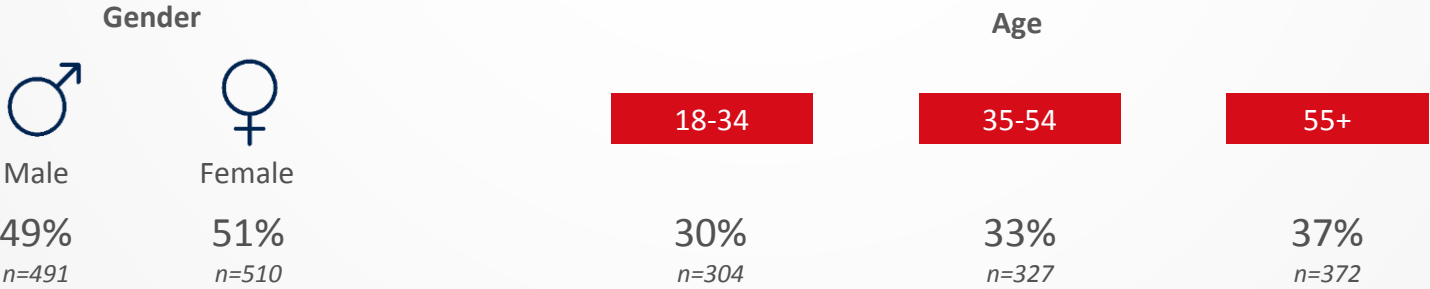
N=1003 respondents were surveyed. The sample was proportionally balanced to the US Census on age and gender.

- **Males and Females 18-74**
- **Males:** 49% of survey (n=491)
- **Females:** 51% of survey (n=510)

Survey Flow



Key Audiences

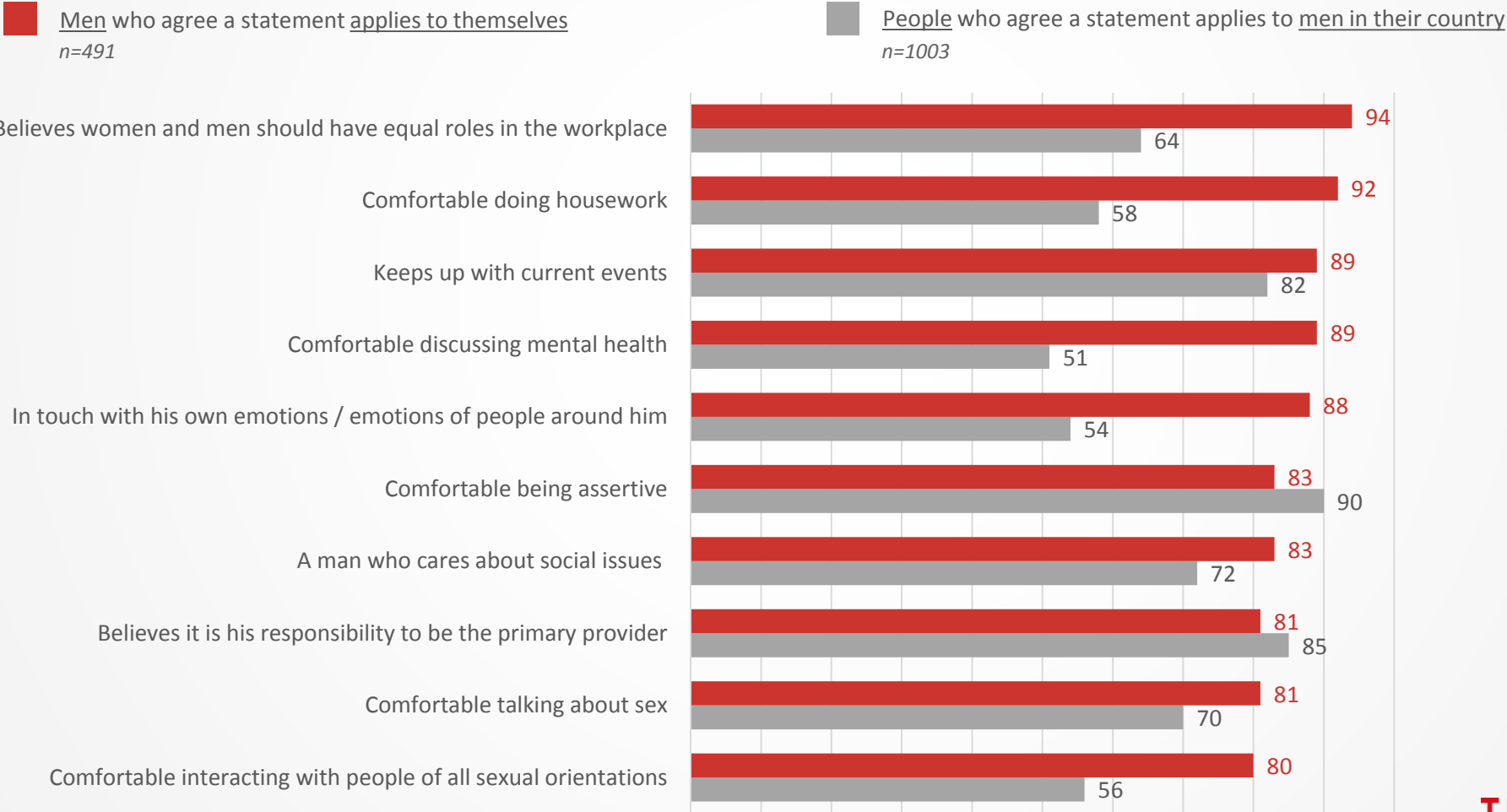


Masculinity and Men who “Feel More”

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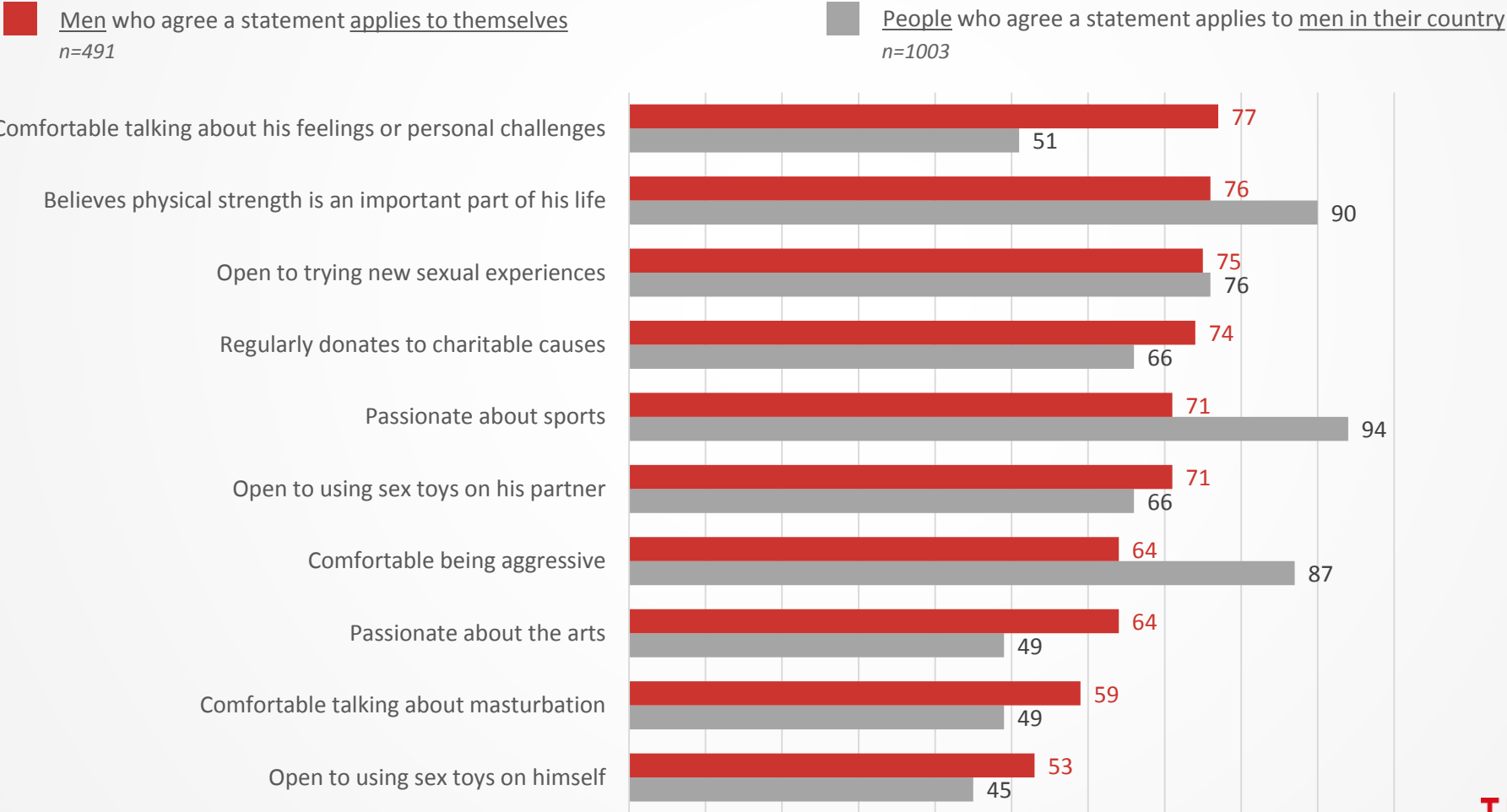
How US Men See Themselves vs. How People See Men in the US

How American men view themselves often differs significantly from national perception of men—men see themselves as believing in workplace equality, and comfortable discussing emotions and mental health.



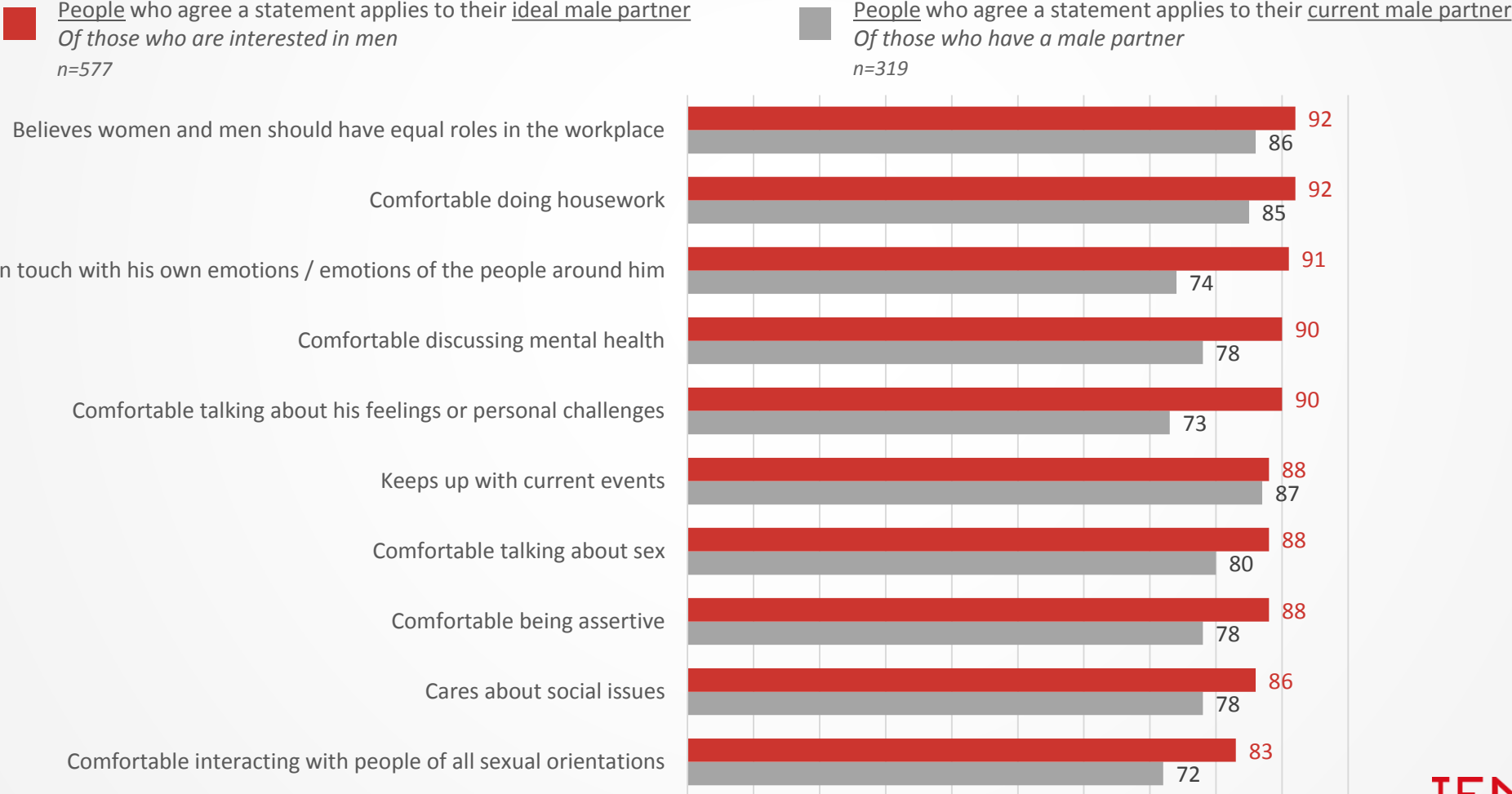
How Men See Themselves vs. How People See Men in the US(cont.)

Compared to national perception, they also see themselves as more comfortable talking about their feelings, but less comfortable being aggressive, and place less importance on physical strength—traditionally masculine traits



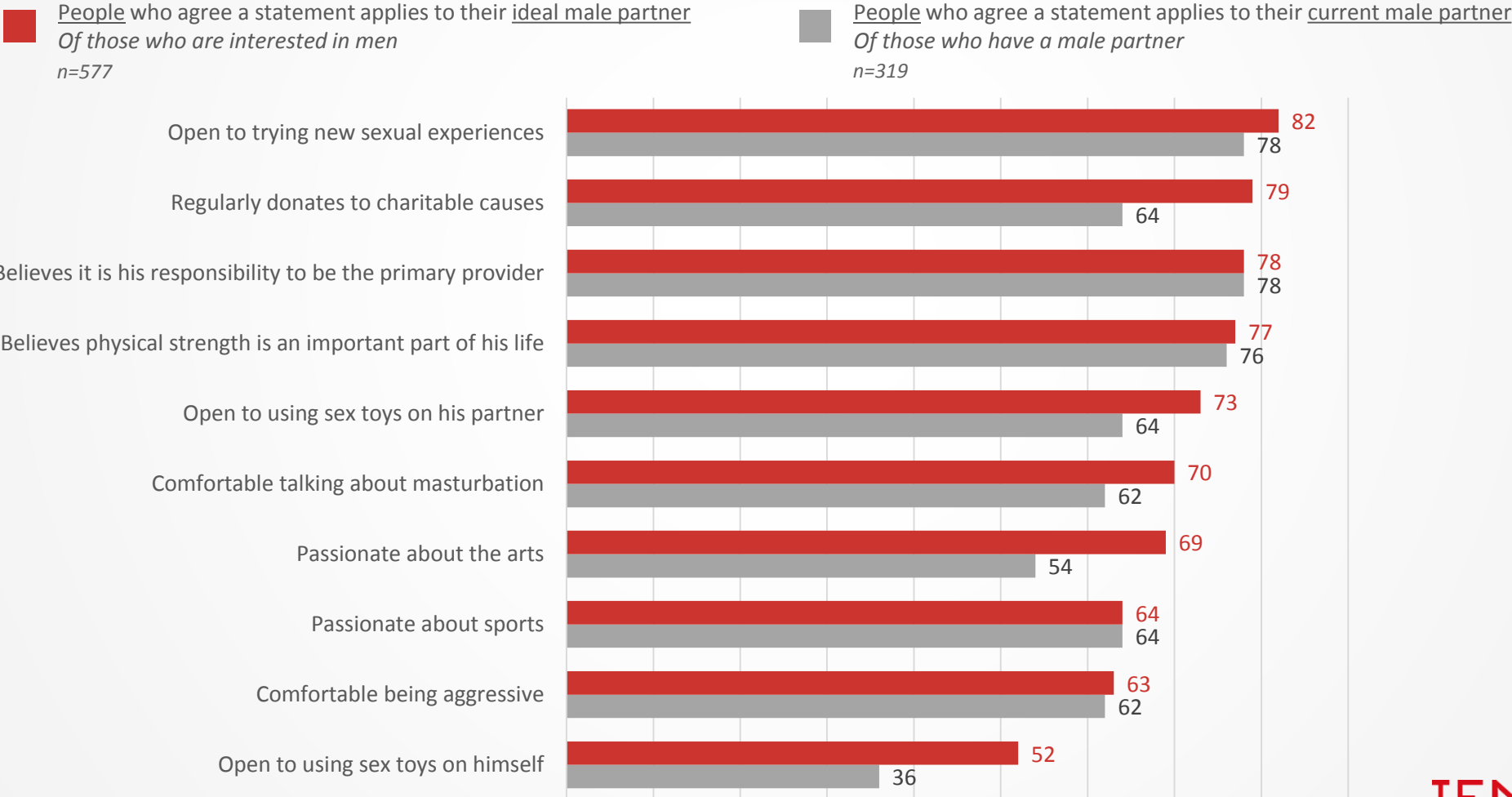
How People See Their Current Male Partner vs. Their Ideal Male Partner

Overall, what people desire from their male partners lines up fairly closely with how people describe their current male partners—however, differences remain in the area of discussing emotional and personal challenges.



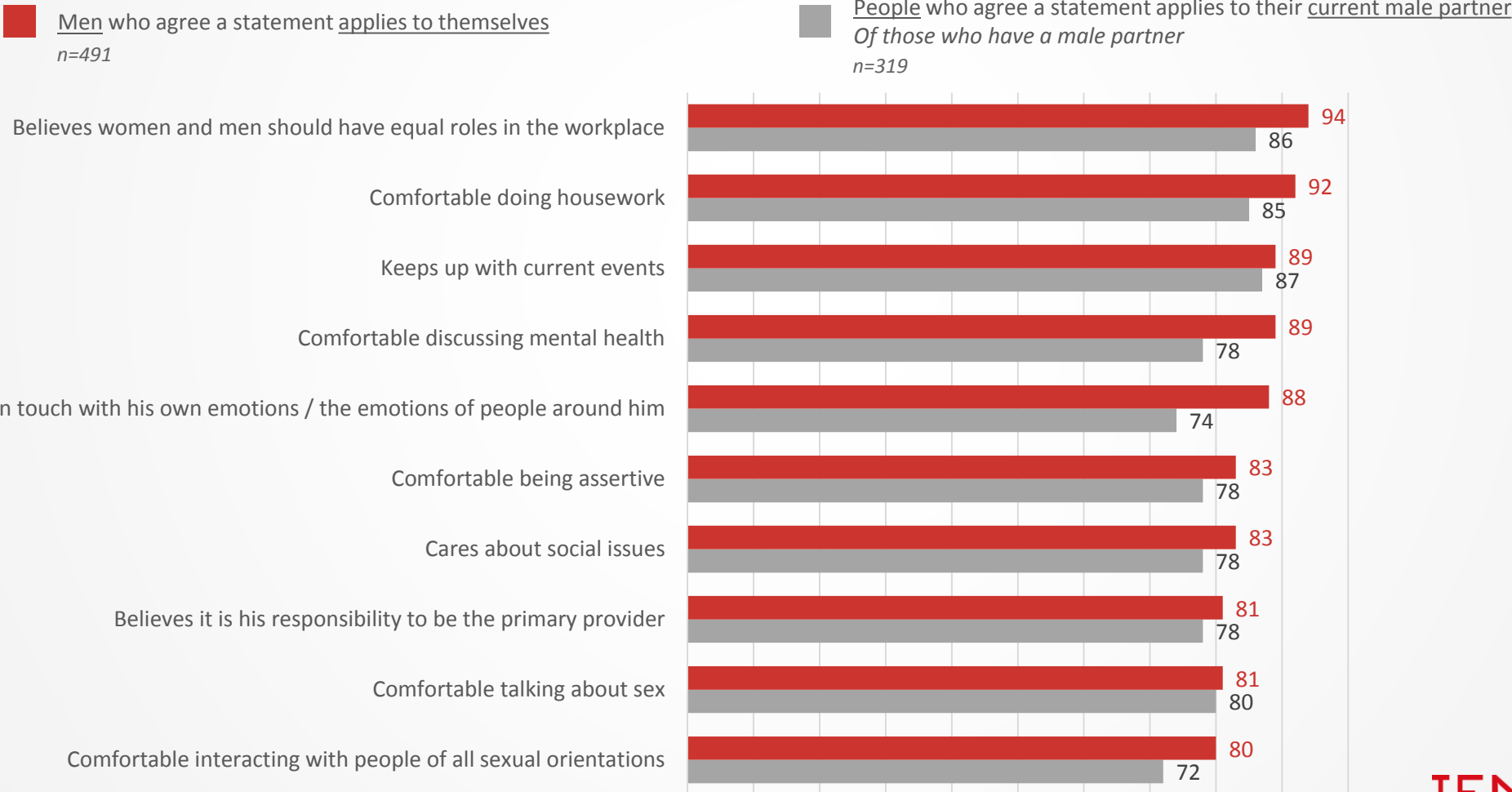
How People See Their Current Male Partner vs. Their Ideal Male Partner (cont.)

52% of those interested in men agree their ideal male partner is somewhat open to using sex toys on himself. Only 36% of those who have a male partner report that their partner is open.



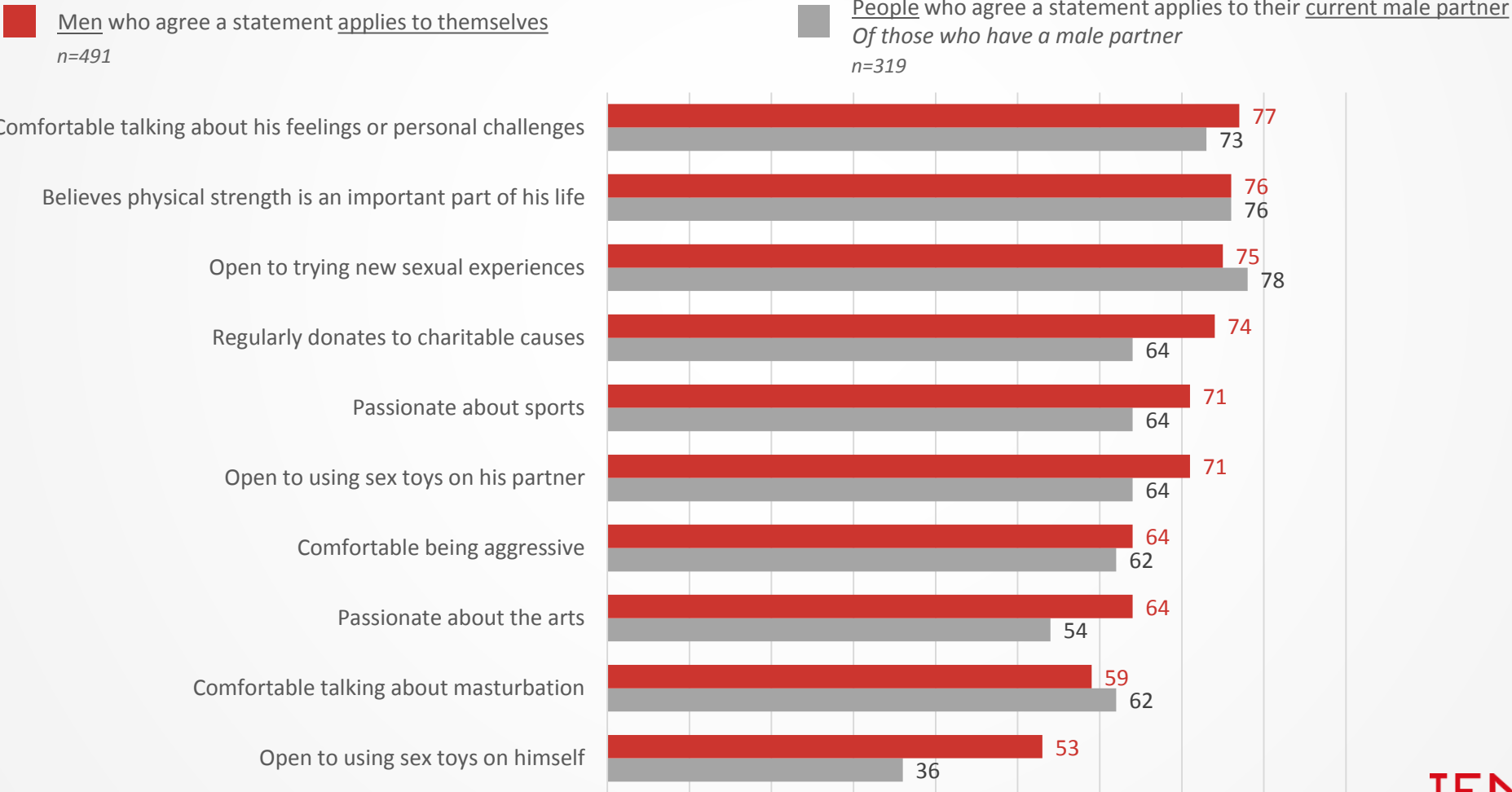
How Men See Themselves vs. How People See Their Current Male Partner

How men perceive themselves is often in line with how those with male partners see their partners, though men are slightly more likely to agree that most of the attributes measured apply to themselves.



How Men See Themselves vs. How People See Their Current Male Partner (cont.)

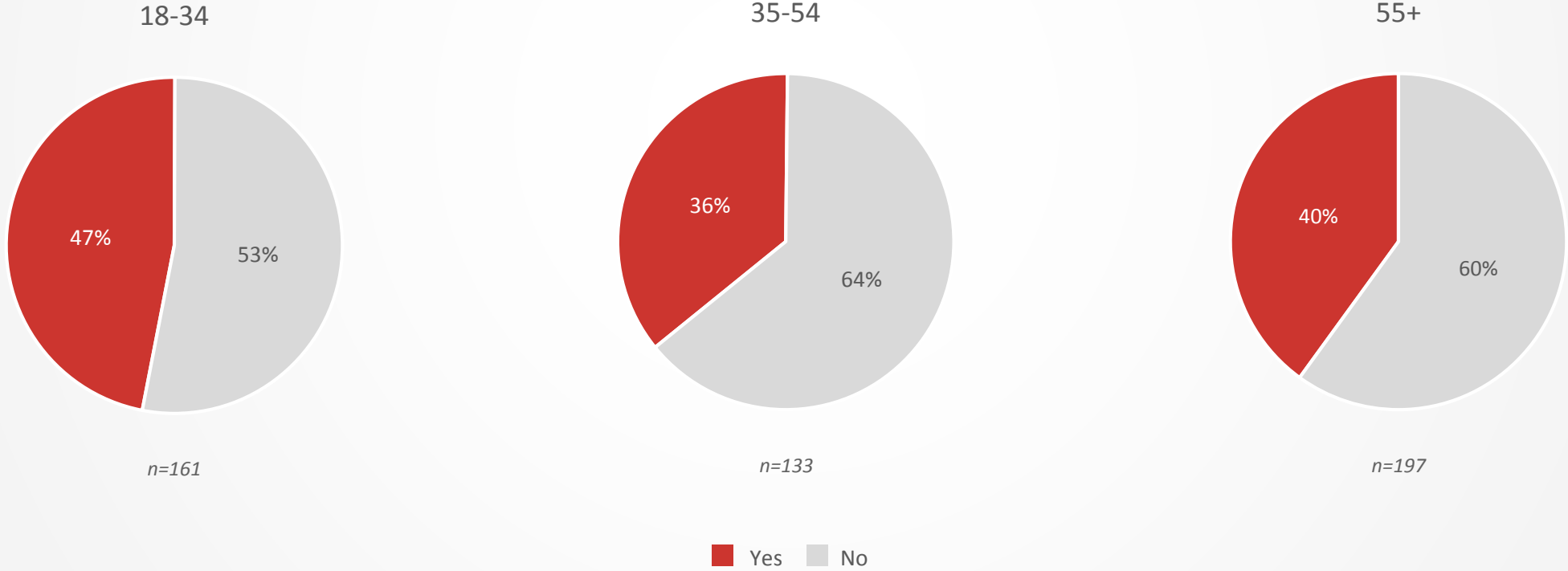
53% of US men agree that they are open to using sex toys on themselves, though only 36% of those with a male partner say it applies to their partner.



Pressure to Act “Like Men” in the US

In the US, Millennial men are more likely to say they’ve been pressured to behave a certain way as a man than older generations, potentially due to increased social pressure at a younger age.

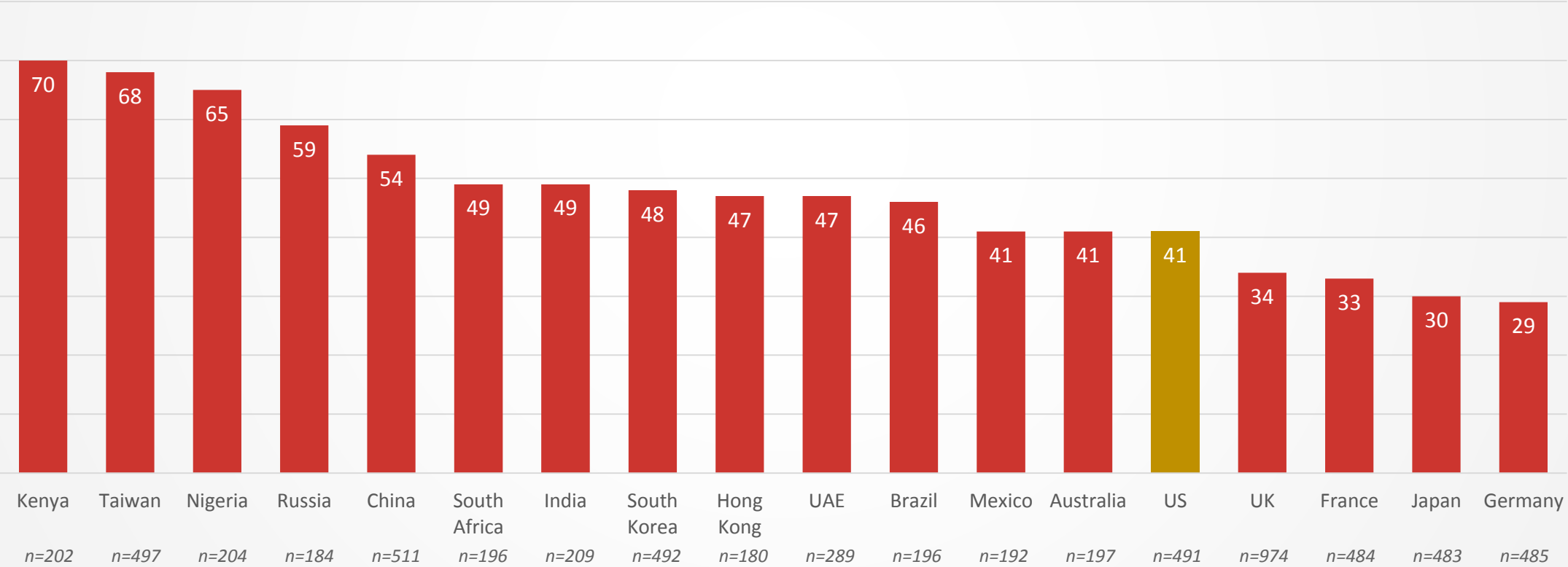
Q: Have you ever felt pressured to behave in a certain way because you are a man?
Among men



Global Comparison: Pressure to Act “Like Men”

In a global context, US men are less likely to say they’ve been pressured to behave a certain way as a man

Q: Have you ever felt pressured to behave in a certain way because you are a man?
Among men



Global Comparison: What Are the Qualities of an “Ideal Man”?

People in the US believe honesty, trustworthiness, and intelligence are what’s most important in a man—similar to those around the world.

Q: What do you personally think are the most important qualities of an “ideal” man?

Showing ranking of average rank

	US	UK	Germany	France	Japan	China	Taiwan	S. Korea	Mexico	Brazil	Nigeria	Kenya	S. Africa	Russia	UAE	India	Hong Kong	Australia
Honesty	1	1	1	1	2	2	2	2	1	1	1	1	1	3	1	1	3	1
Trustworthiness	2	2	2	2	1	4	1	1	4	3	2	2	2	2	2	4	1	2
Intelligence	3	5	4	6	4	5	3	8	2	2	3	3	3	1	5	2	2	6
Kindness	4	3	7	3	5	3	4	7	8	9	6	6	6	4	3	6	10	3
Sense of humor	5	4	5	7	9	8	7	11	6	7	9	9	7	7	9	8	5	5
Ability to listen	6	6	6	4	10	11	5	10	5	6	5	5	5	8	6	9	8	4
Confidence	7	7	3	10	6	1	6	3	3	4	4	4	4	5	4	3	4	8
Open-mindedness	8	9	8	5	12	9	11	6	7	8	8	7	9	9	8	5	11	7
Gentleness	9	8	11	9	3	12	8	9	12	5	7	8	8	13	7	7	9	9
Attractiveness	10	10	10	11	11	7	10	5	10	11	13	13	11	10	12	11	7	10
Strength	11	11	12	12	8	10	12	13	9	12	11	11	10	11	10	10	12	11
Charitableness	12	12	9	8	14	14	13	12	11	10	12	10	12	6	11	13	14	12
Wealth	13	14	14	14	7	6	9	4	14	14	10	12	13	12	13	12	6	14
Height	14	13	13	13	13	13	14	14	13	13	14	14	14	14	14	14	13	13
	<i>n=1003</i>	<i>n=2000</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=1008</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=417</i>	<i>n=400</i>	<i>n=405</i>	<i>n=400</i>	<i>n=400</i>	<i>n=400</i>	<i>n=406</i>	<i>n=400</i>	<i>n=400</i>

Global Comparison: What Are the Qualities of an “Ideal Man”?

Qualities Americans see in their “ideal” man are very similar to those in the UK, Germany, and Taiwan. Ideal qualities are generally consistent between generations within countries.

Q: What do you personally think are the most important qualities of an “ideal” man?

Showing top 5, emphasizing unique high-ranking qualities:

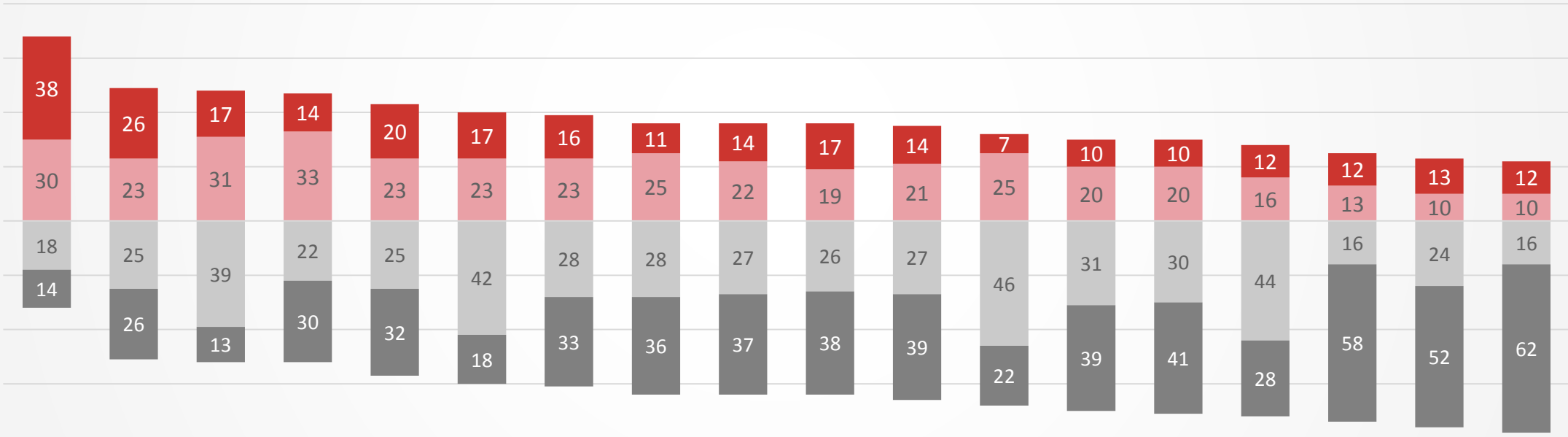
US	UK	Germany	France	Japan	China	Taiwan	South Korea
Honesty Trustworthiness Intelligence Kindness Sense of humor	Honesty Trustworthiness Kindness Sense of humor Intelligence	Honesty Trustworthiness Confidence Intelligence Sense of humor	Honesty Trustworthiness Kindness <u>Ability to listen</u> <u>Open-mindedness</u>	Trustworthiness Honesty <u>Gentleness</u> Intelligence Kindness	<u>Confidence</u> Honesty Kindness Trustworthiness Intelligence	Trustworthiness Honesty Intelligence Kindness Ability to listen	Trustworthiness Honesty Confidence <u>Wealth</u> <u>Attractiveness</u>
n=1003	n=2000	n=1000	n=1000	n=1000	n=1008	n=1000	n=1000

Global Comparison: Men Talking About Masturbation

Compared globally, American men are more likely to be comfortable talking to a male friend about masturbation, but the majority (57%) still are not comfortable.

Q: How comfortable would you be talking with a male friend about masturbation?
Among men

- Very Comfortable
- Somewhat comfortable
- Not too comfortable
- Not comfortable at all



India	Brazil	Mexico	Australia	US	Taiwan	UK	Germany	France	UAE	South Africa	South Korea	Japan	China	Hong Kong	Russia	Nigeria	Kenya
n=209	n=196	n=192	n=197	n=491	n=497	n=974	n=485	n=484	n=289	n=196	n=492	n=483	n=511	n=180	n=184	n=204	n=202



Global Comparison: Why Men Aren't Comfortable Talking Masturbation

Those not comfortable discussing masturbation in the US feel it's a private matter that men shouldn't talk about, but aren't generally embarrassed that they masturbate.

Q: Why would you not be comfortable talking about masturbation with a male friend?

Among men who said they were not comfortable

	US	UK	Germany	France	Japan	China	Taiwan	South Korea	Mexico	Brazil	Nigeria	Kenya	South Africa	Russia	UAE	India	Hong Kong	Australia
I don't think it's something men should talk about	37%	22%	14%	20%	17%	26%	26%	4%	25%	25%	36%	34%	37%	55%	31%	28%	16%	22%
It's a private matter that doesn't need discussing	65%	71%	71%	69%	68%	67%	79%	70%	72%	63%	51%	52%	68%	50%	54%	71%	77%	70%
I'm embarrassed that I masturbate	12%	9%	10%	15%	17%	43%	12%	16%	8%	12%	32%	26%	17%	9%	21%	9%	19%	10%
It's not "manly" to discuss your sexual experiences	10%	11%	5%	5%	7%	4%	6%	6%	18%	4%	15%	18%	3%	20%	16%	22%	4%	7%
I don't want others to know that I masturbate	17%	18%	19%	16%	22%	23%	16%	23%	18%	16%	27%	27%	19%	23%	30%	21%	31%	16%
	<i>n=280</i>	<i>n=593</i>	<i>n=312</i>	<i>n=310</i>	<i>n=336</i>	<i>n=359</i>	<i>n=297</i>	<i>n=334</i>	<i>n=101</i>	<i>n=100</i>	<i>n=155</i>	<i>n=158</i>	<i>n=128</i>	<i>n=137</i>	<i>n=185</i>	<i>n=67</i>	<i>n=129</i>	<i>n=104</i>

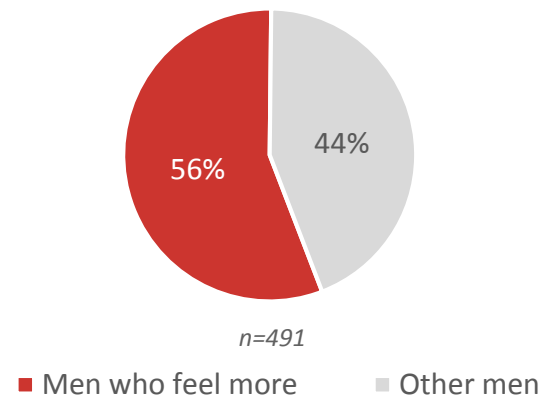
Men who “Feel More”

A man who “feels more” is more open with his feelings and desires, and more empathetic and inclusive of others’.

For the purposes of this study, we defined a man who “feels more” as a man who **agrees that they are:**

- A man who is in touch with his own emotions and the emotions of the people around him
- A man who is comfortable talking about his feelings or personal challenges
- A man who is comfortable interacting with people of all sexual orientations
- A man who is open to trying new sexual experiences
- A man who believes women and men should have equal roles in workplace

Men who feel more in the US

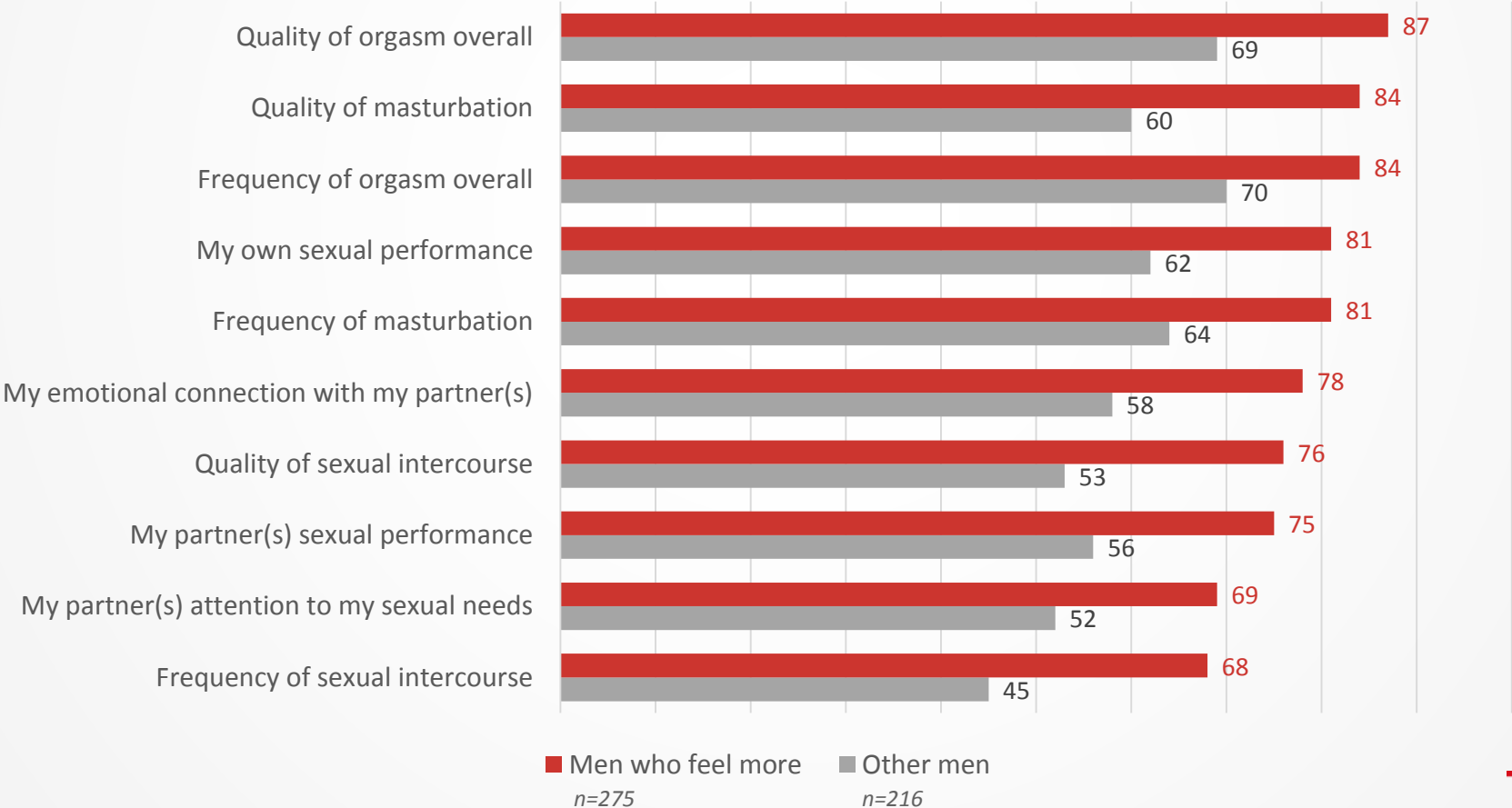


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Men who “Feel More” are More Satisfied

Men in the US who “feel more” evaluate their sex life as more satisfying across all metrics, especially on quality of masturbation (84% vs. 60%)

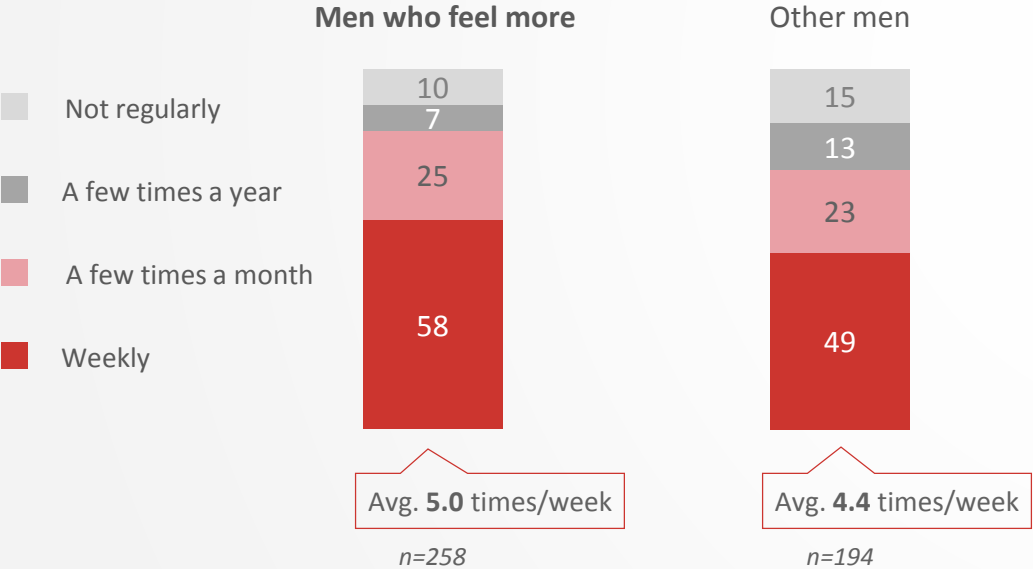
Q: In the last year, how satisfied have you been with:



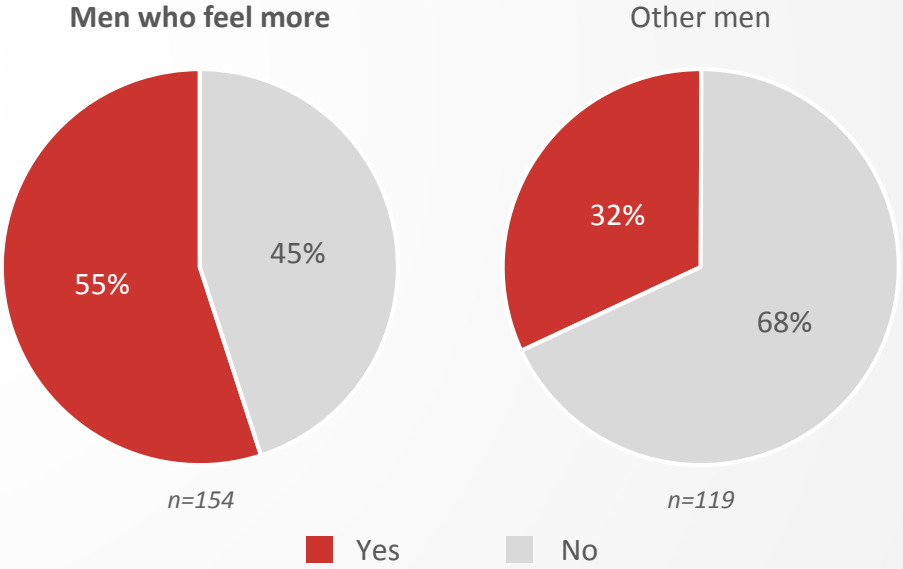
Men who “Feel More” Masturbate More, and Talk About it More

83% of men who “feel more” in the US masturbate at least a few times a month vs. 72% of other men

Q: How frequently do you masturbate on average?
Among those who have masturbated:



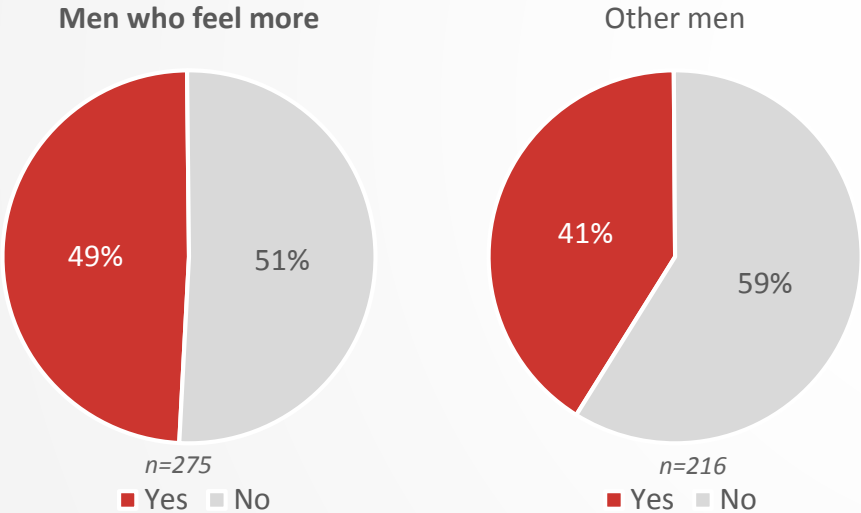
Q: Have you ever talked to your significant other about masturbation?
Among those with partners



Men Who “Feel More” Have More Self-Esteem

32% of men who “feel more” rank themselves as high as possible in confidence vs. 21% of other men.

Q: Do you think you have a beautiful body?



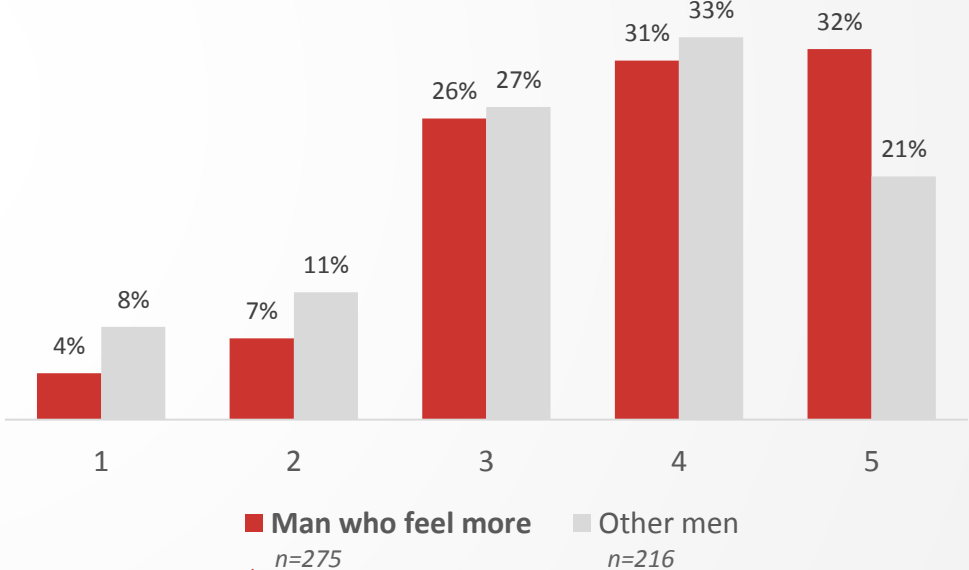
40% Belong to a gym

45% Strongly agree they are happy with their life

29% Belong to a gym

29% Strongly agree they are happy with their life

Q: How much self-confidence do you have? (On a scale from 1 to 5)



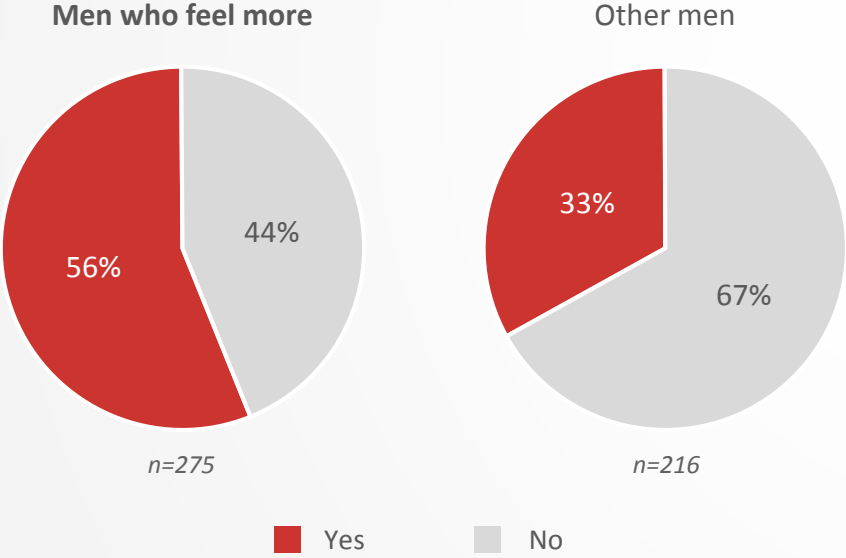
89% consider themselves to be in good health

81% consider themselves to be in good health

Men Who “Feel More” are More Open to Sex Toys

Men who “feel more” are more likely to be open to buying a sex toy for themselves. They’re also more likely to be comfortable purchasing one for their male friend, but a majority still wouldn’t be comfortable (67%).

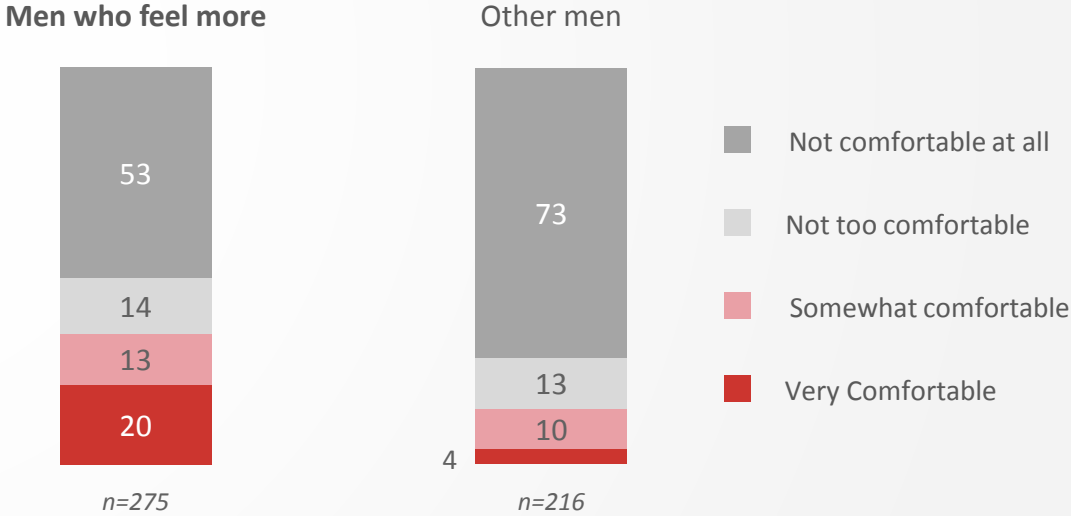
Q: Are you open to the idea of buying a sex toy for yourself in the future?



25% say they currently use a sex toy

13% say they currently use a sex toy

Q: How comfortable would you be giving a sex toy as a gift to a close male friend:



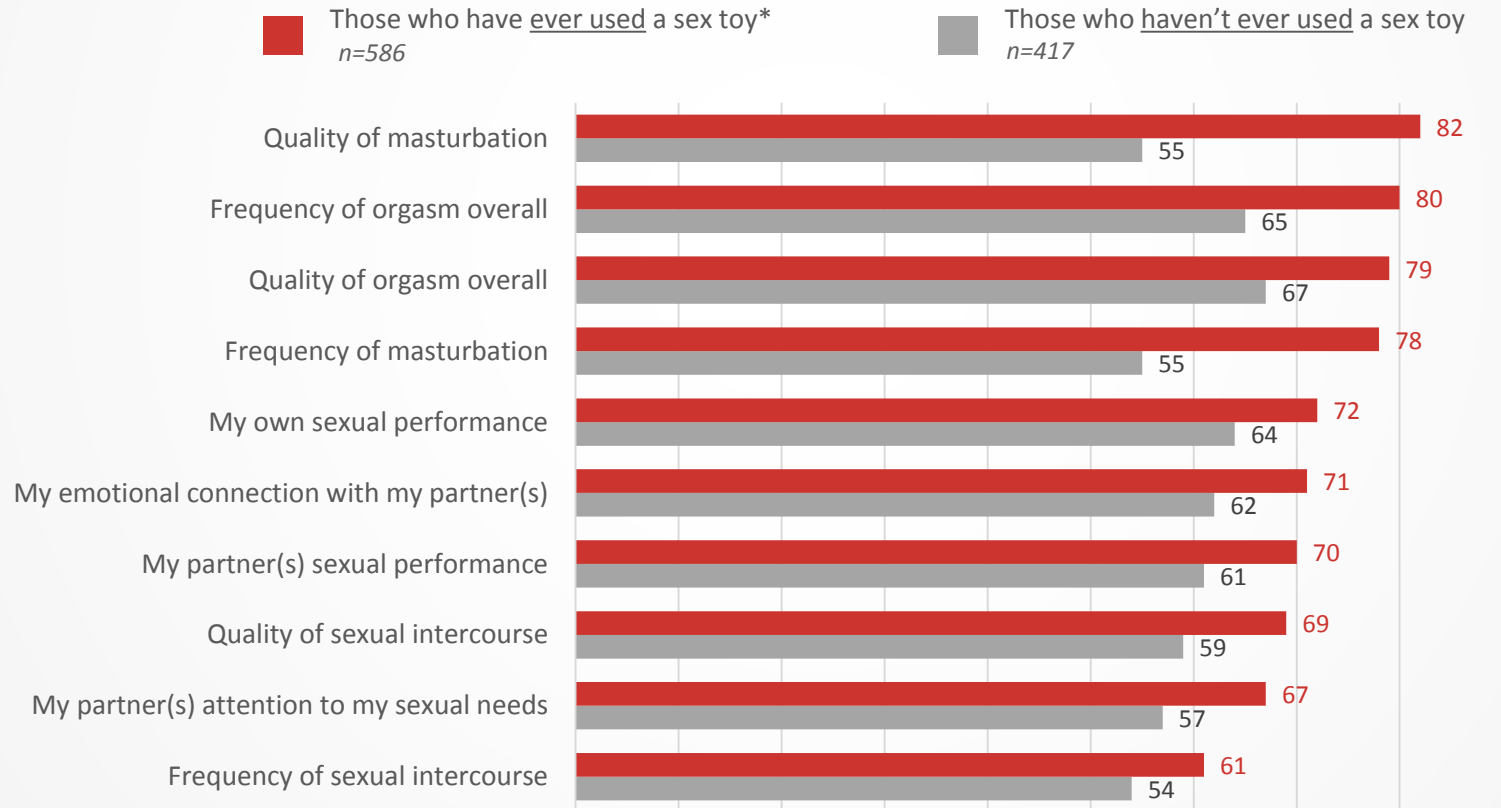
Sex Toy Usage and Sex Life Satisfaction

Those Who Use Sex Toys are More Satisfied

People who have used sex toys report being more satisfied with their sex life across all metrics, but especially when looking at quality (82% vs 55%) and frequency (78% vs. 55%) of masturbation.

Q: In the last year, how satisfied have you been with:

Showing % who said Very / Somewhat satisfied

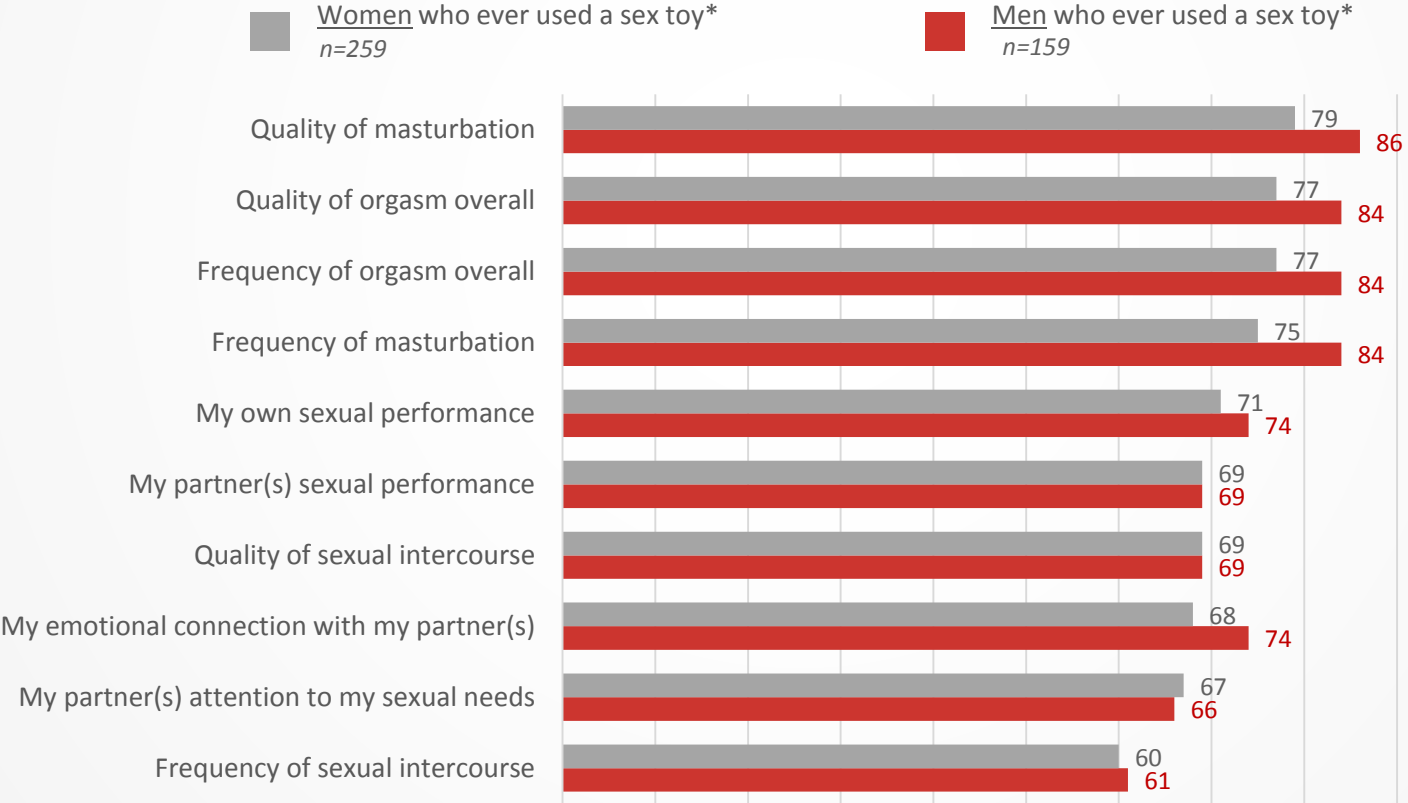


* Defined as those who said they "currently use any sex toys" or have "ever masturbated using a sex toy"

Those Who Use Sex Toys are More Satisfied

Men and women who have ever used a sex toy report similar levels of satisfaction on most metrics. Men who have used sex toys feel more positive about the quality and frequency of masturbation.

Q: In the last year, how satisfied have you been with:
Showing % who said Very / Somewhat satisfied

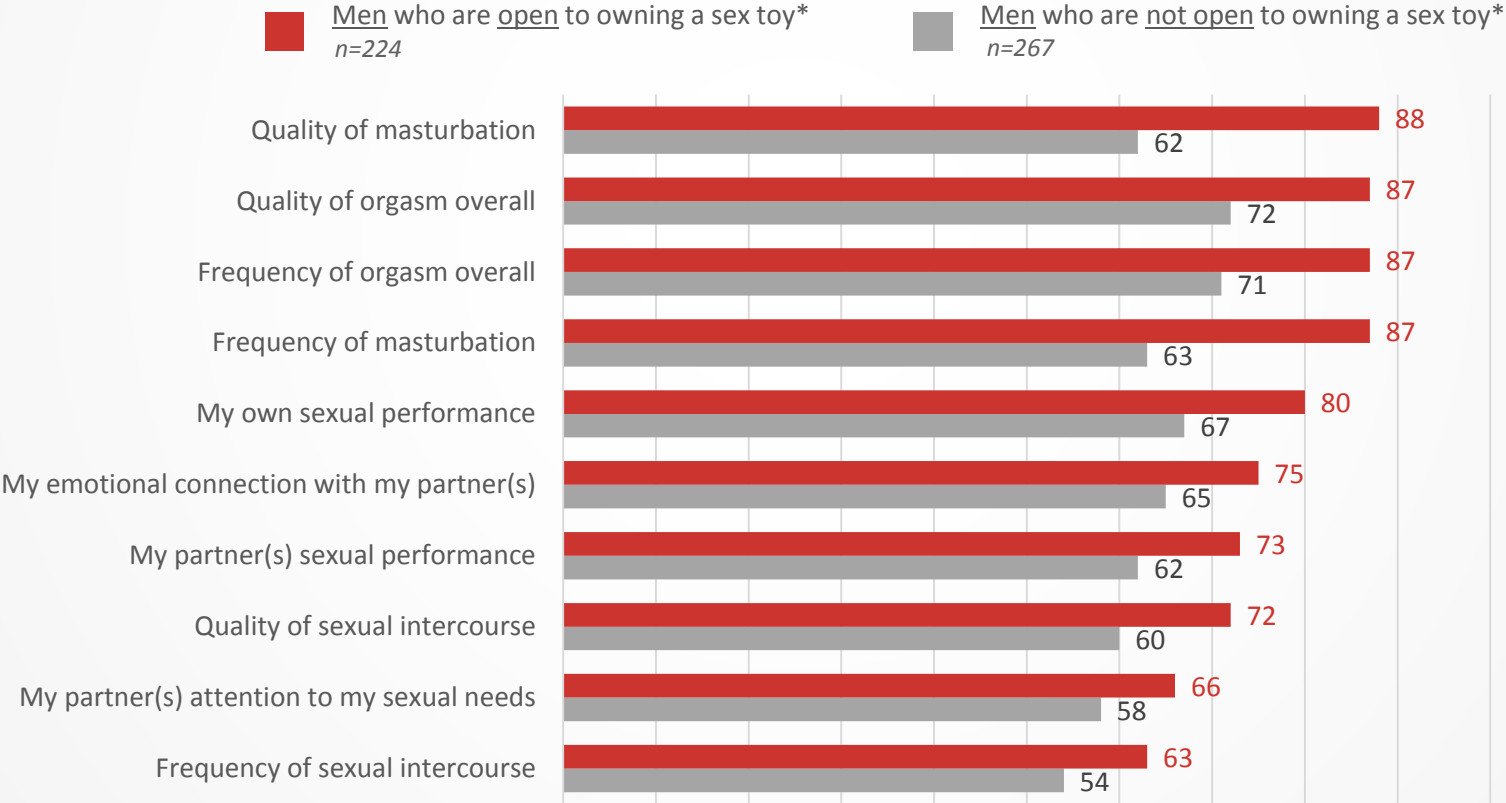


* Defined as those who said they “currently use any sex toys” or have “ever masturbated using a sex toy”

Men Open to Owning Sex Toys are More Satisfied

Men who are open to owning sex toys similarly report higher levels of satisfaction with quality and frequency of masturbation vs. men who are not open.

Q: In the last year, how satisfied have you been with:
Showing % who said Very / Somewhat satisfied

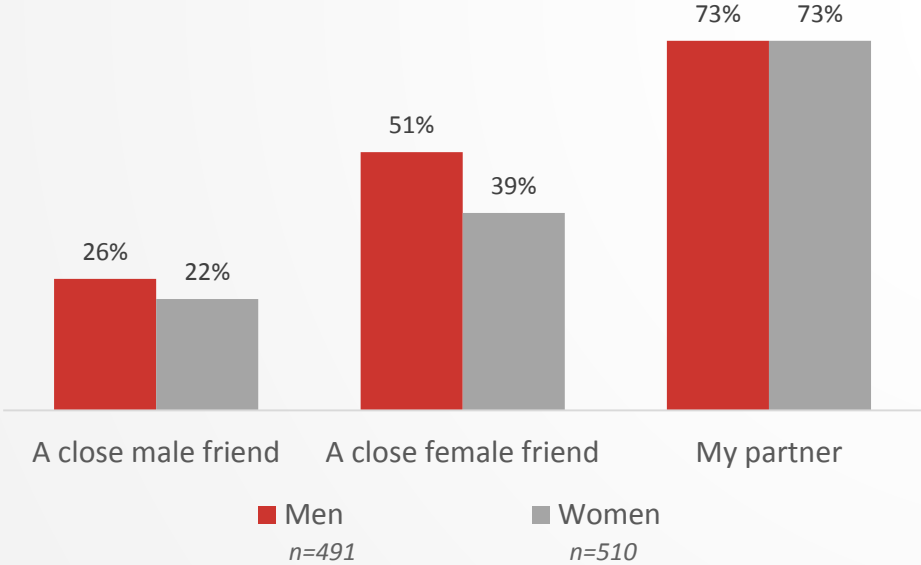


* Defined as those who said they are "open to owning a sex toy"

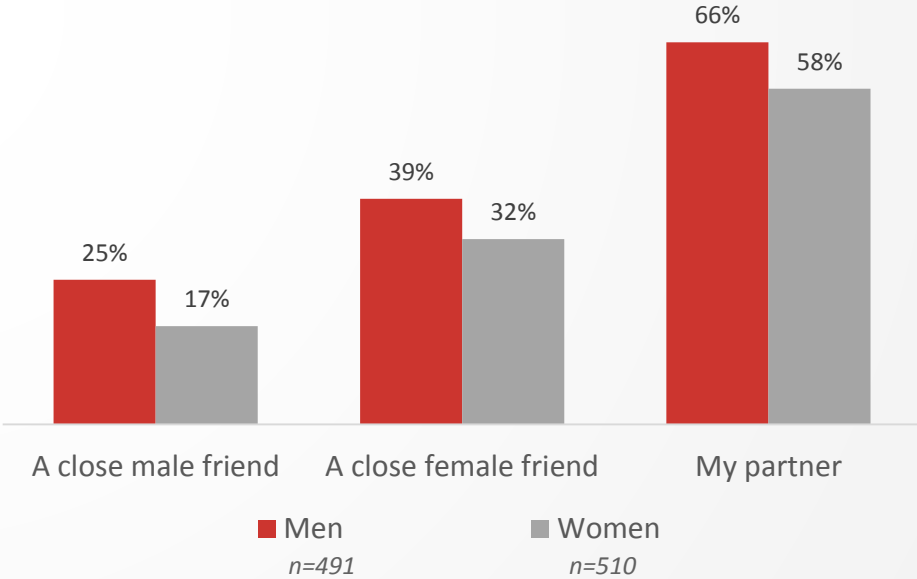
Comfort with Receiving and Giving Sex Toys

US Men and women are both more comfortable giving sex toys to and receiving sex toys from female friends.

Q: How comfortable would you be if you received a sex toy as a gift from...
% who said Very / Somewhat comfortable



Q: How comfortable would you be giving a sex toy as a gift to:
% who said Very/ Somewhat comfortable

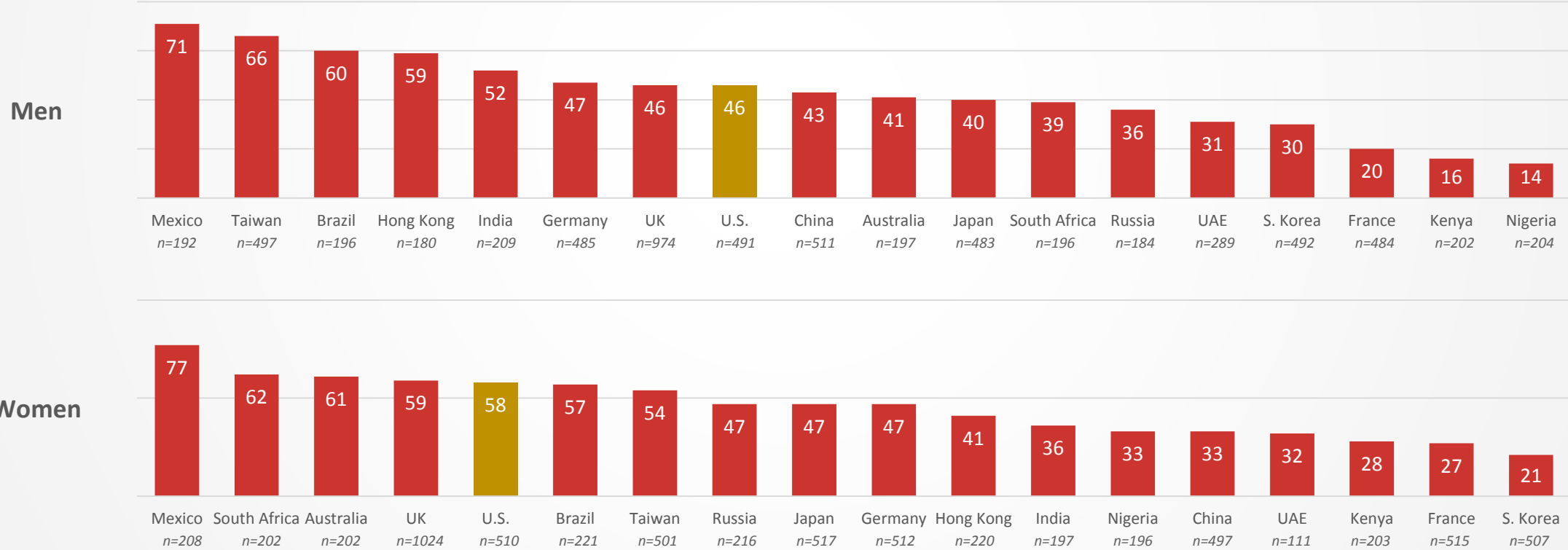


Global Comparison: How Open are Men to Buying a Sex Toy?

Compared globally, both US men and women rank in the middle in openness to buying a sex toy for themselves. Women (58%) are more likely to be open than men (46%).

Q: Are you open to the idea of buying a sex toy for yourself in the future?

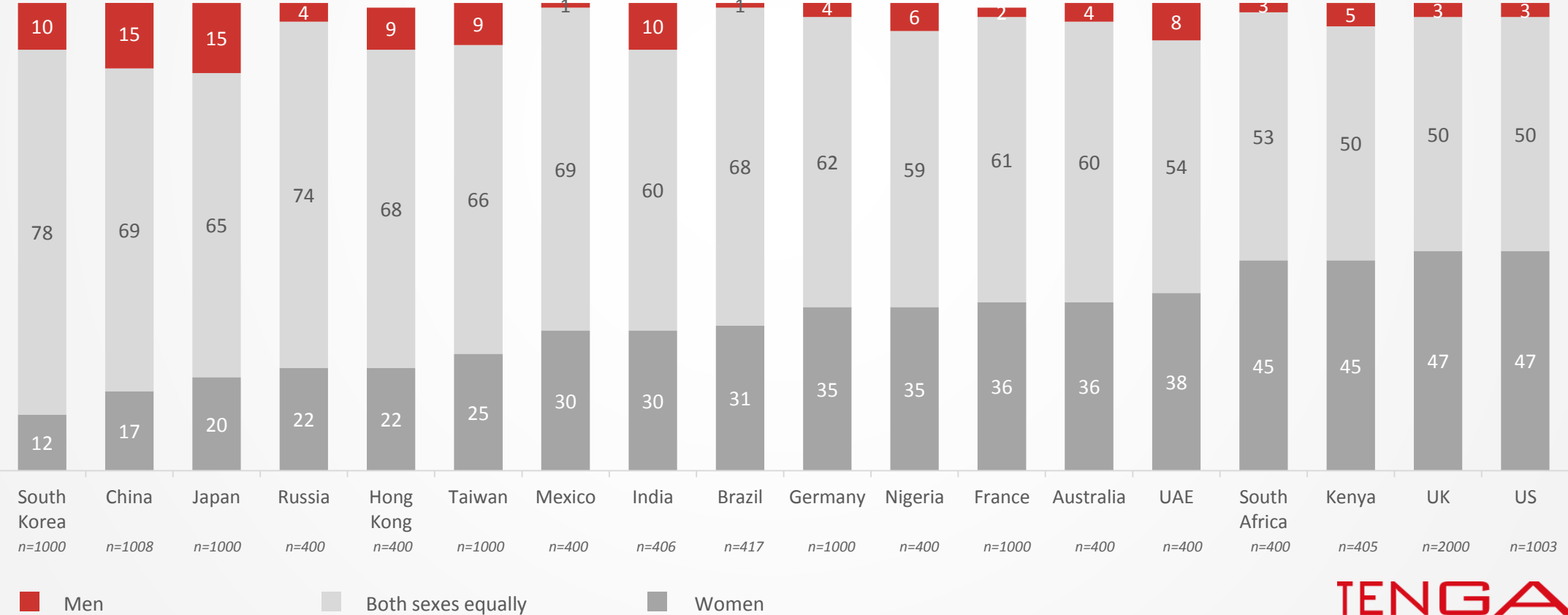
% who said Yes



Global Comparison: Perceptions on Sex Toys and Gender

Compared globally, Americans are far more likely to think sex toys are more useful for women than for men.

Q: When you think of sex toys, do you think they are more useful for pleasuring males, females, or both sexes equally?



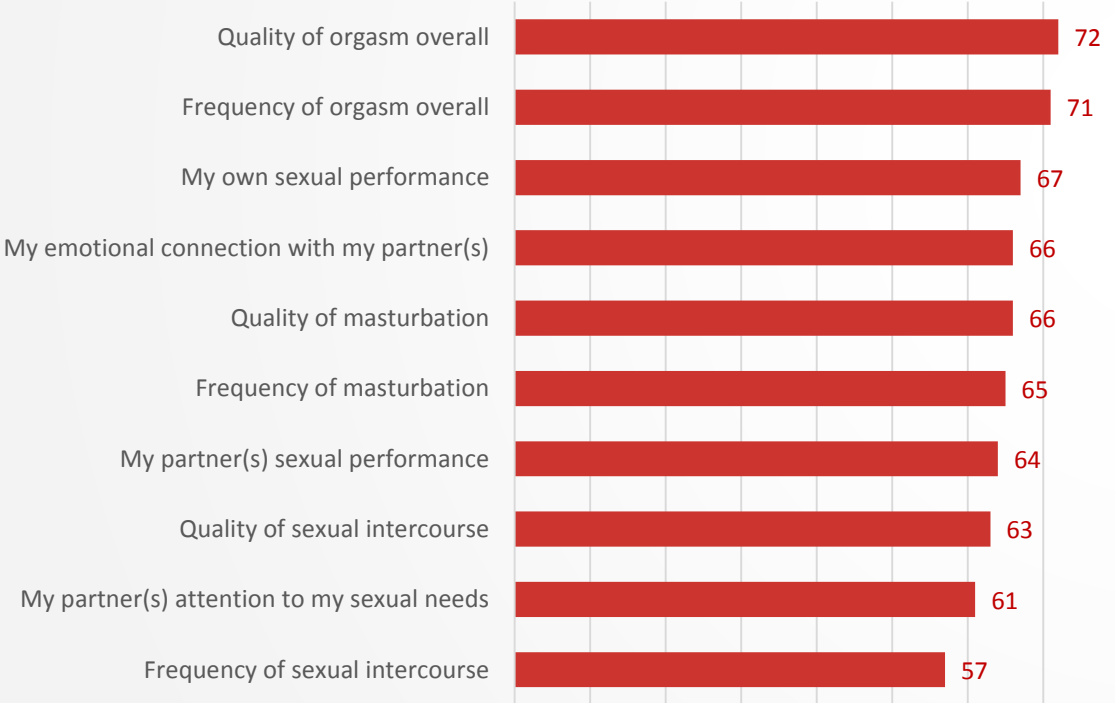
US Sex Life Evaluation

Overall in the US, people are most satisfied with the quality and frequency of orgasm, though they rank emotional connections with their partners and the quality of intercourse as the most important aspects of their sex life.

Q: In the last year, how satisfied have you been with:

% who are Very / Somewhat satisfied

N=1003



Q: How important is each of the following to your sex life?

Showing ranking of average rank

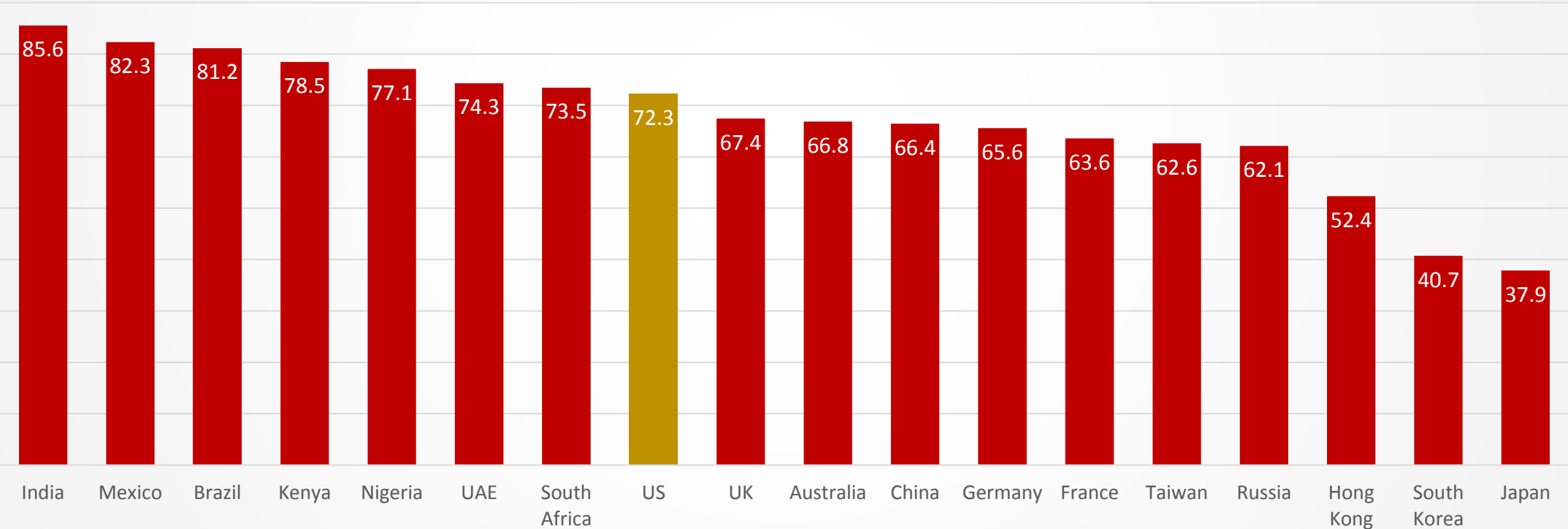
N=1003

1. My emotional connection with my partner(s)
2. Quality of sexual intercourse
3. My partner(s) attention to my sexual needs
4. My own sexual performance
5. My partner(s) sexual performance
6. Quality of orgasm overall
7. Frequency of sexual intercourse
8. Frequency of orgasm overall
9. Quality of masturbation
10. Frequency of masturbation

Global Comparison: The Good Sex Index

On the “Good Sex Index”, which is based on self-reported satisfaction with sex life, the US ranks in the middle compared to other countries.

The **Good Sex Index** scores each country based on the self-reported satisfaction with sex life across all of the metrics on the previous page. Satisfaction on each individual metric is weighted by how important respondents in a country ranked it among other metrics.

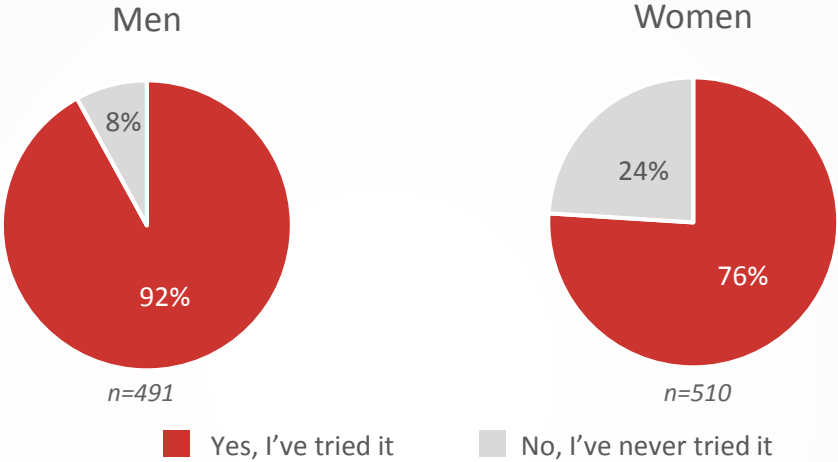


Masturbation Behaviors and Attitudes

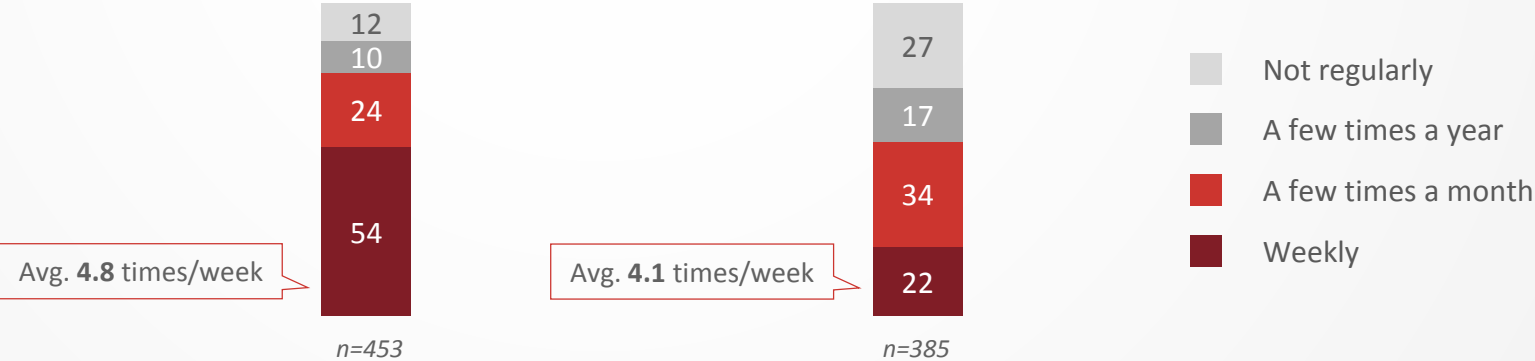
Masturbation in America by Gender

American men are more likely to have masturbated than women, and far more likely to do so frequently.

Q: Have you ever tried masturbating?

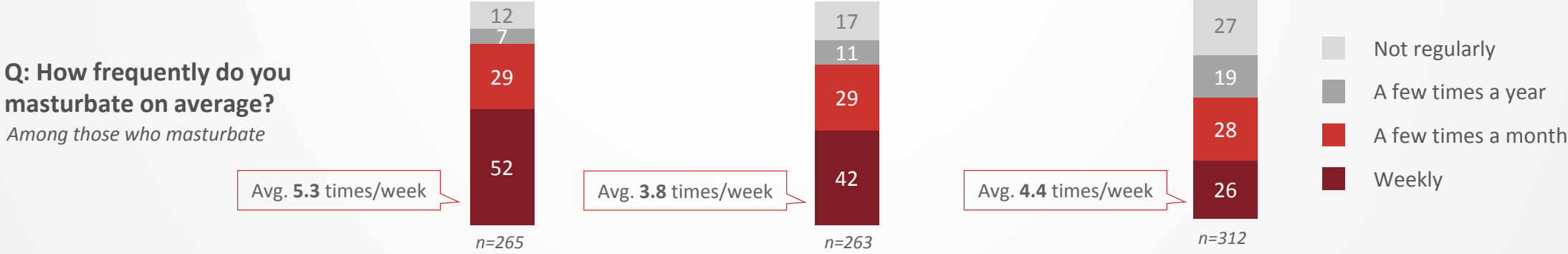
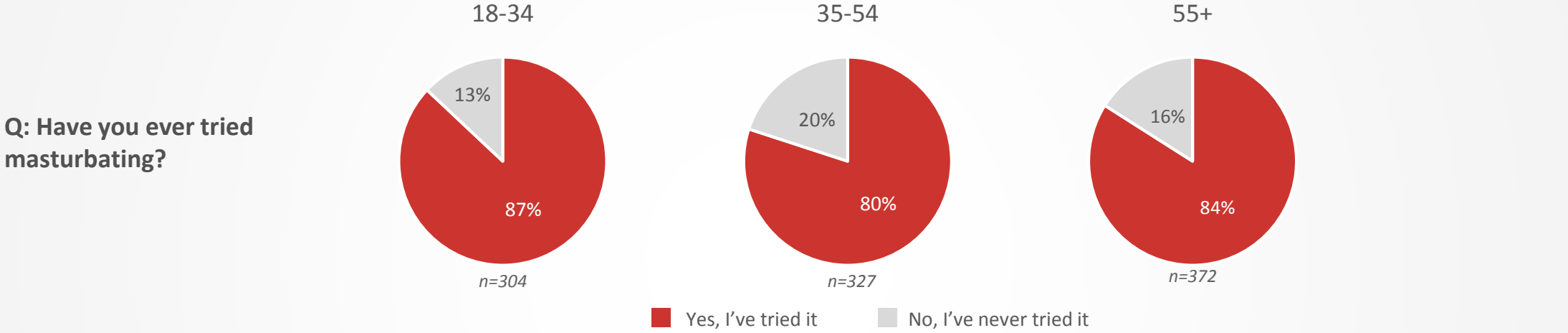


Q: How frequently do you masturbate on average?
Among those who masturbate



Masturbation in America by Age

Similar percentages of Americans across age groups have tried masturbating (slightly more 18-34 year olds have tried), but frequency decreases with age.

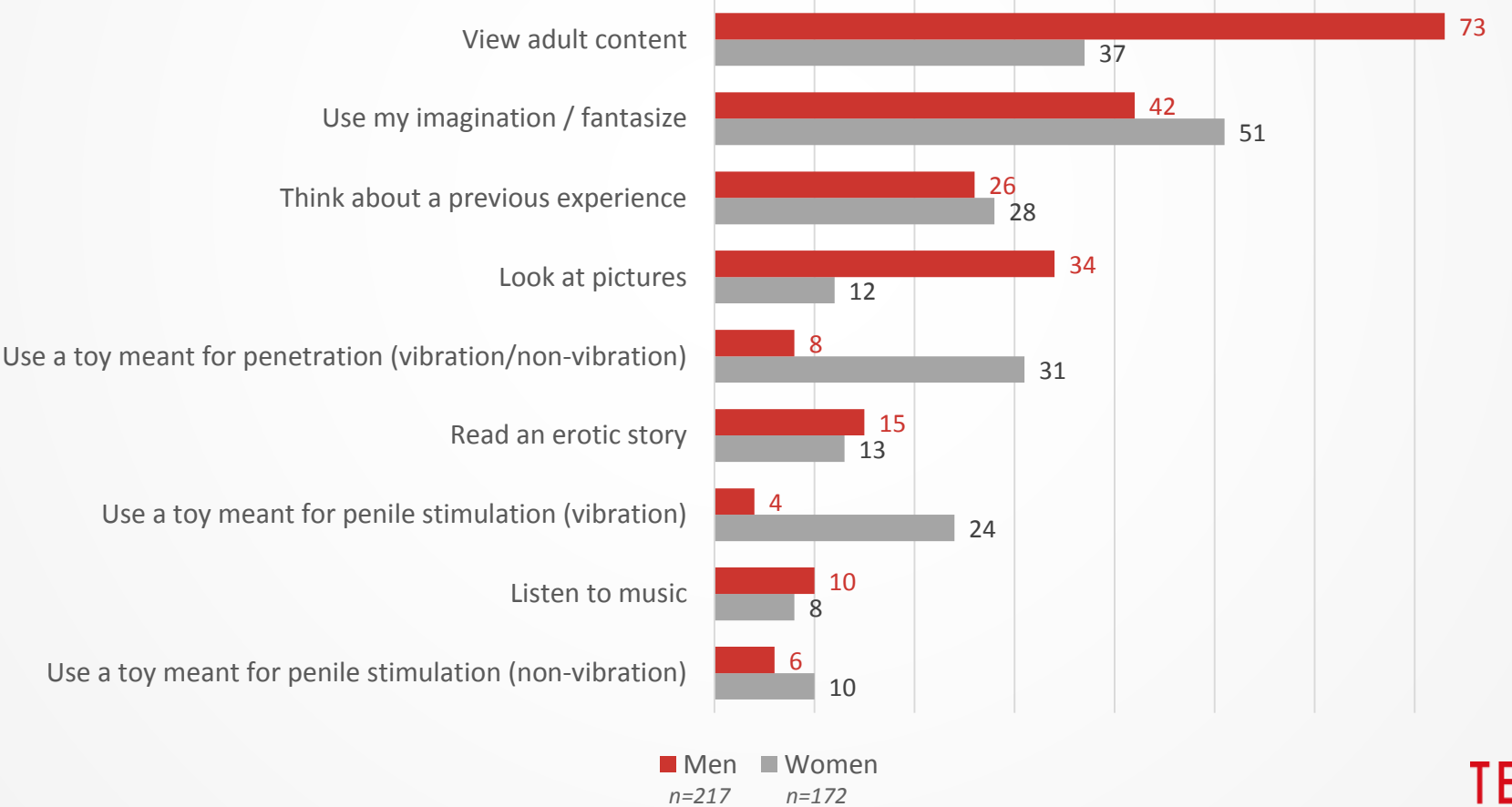


Masturbation Routines by Gender

Among those who have a masturbation routine, men far more likely than women to view adult content. Women are more likely to use their imagination and use a toy.

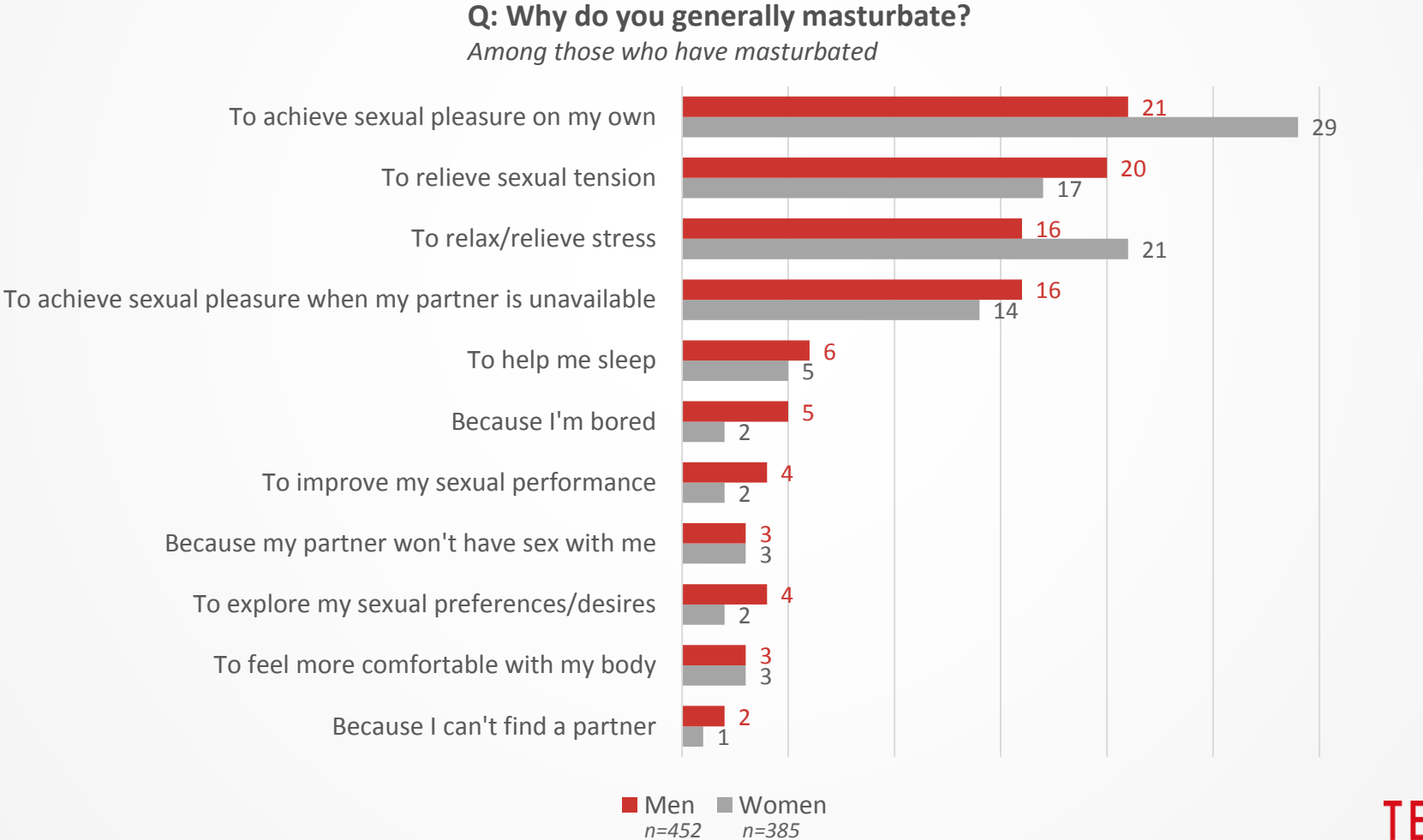
Q: What do you do/use during your masturbation routine?

Among those who have a regular masturbation routine



Why Do Americans Masturbate?

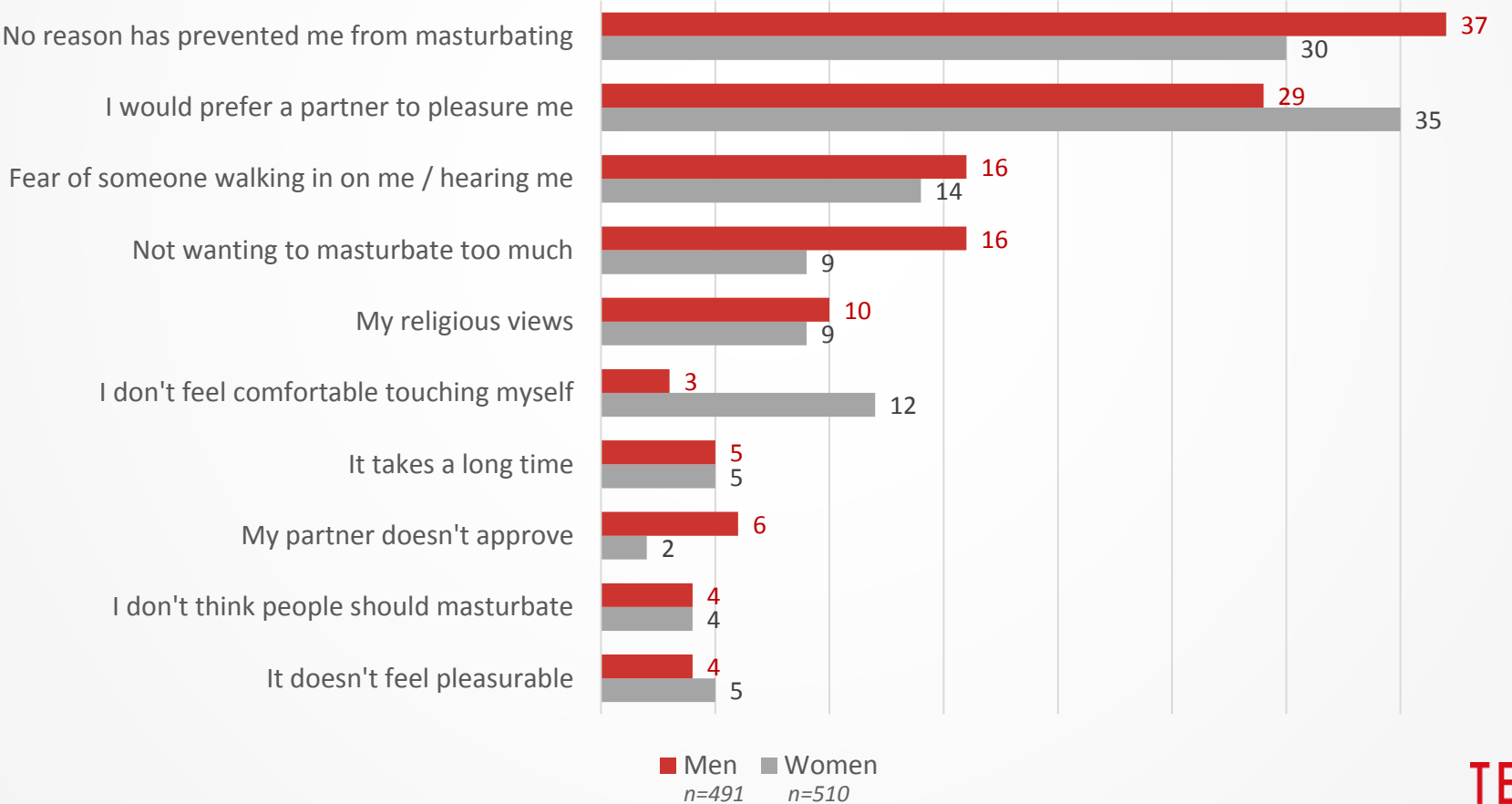
Among those who have masturbated, relieving sexual tension, stress, and achieving sexual pleasure on their own are the reasons why. US women more likely to say they do it to relieve stress or achieve pleasure on their own.



Why Don't Americans Masturbate?

Men more likely than women to say they don't want to masturbate too much. Women more likely to say they don't feel comfortable touching themselves.

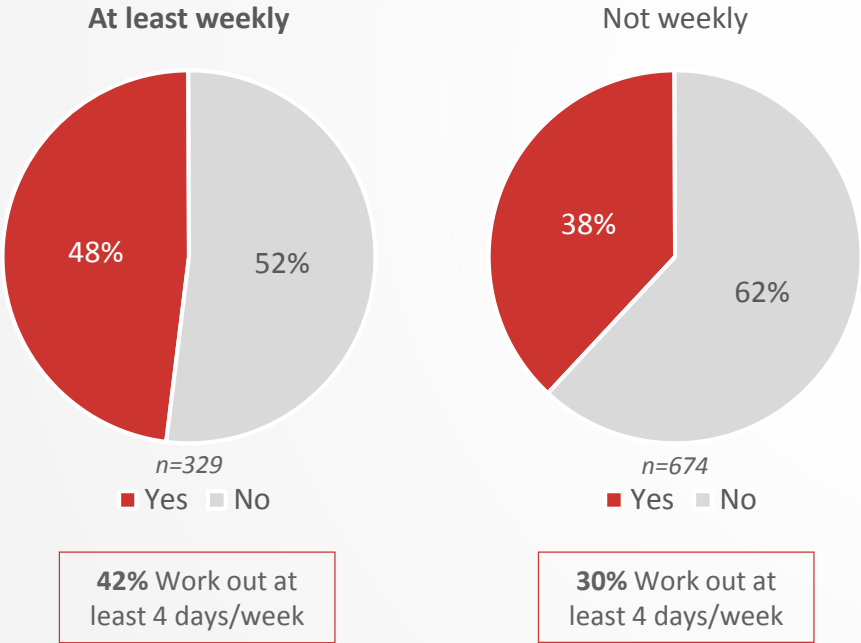
Q: What reason(s) have prevented you from masturbating?



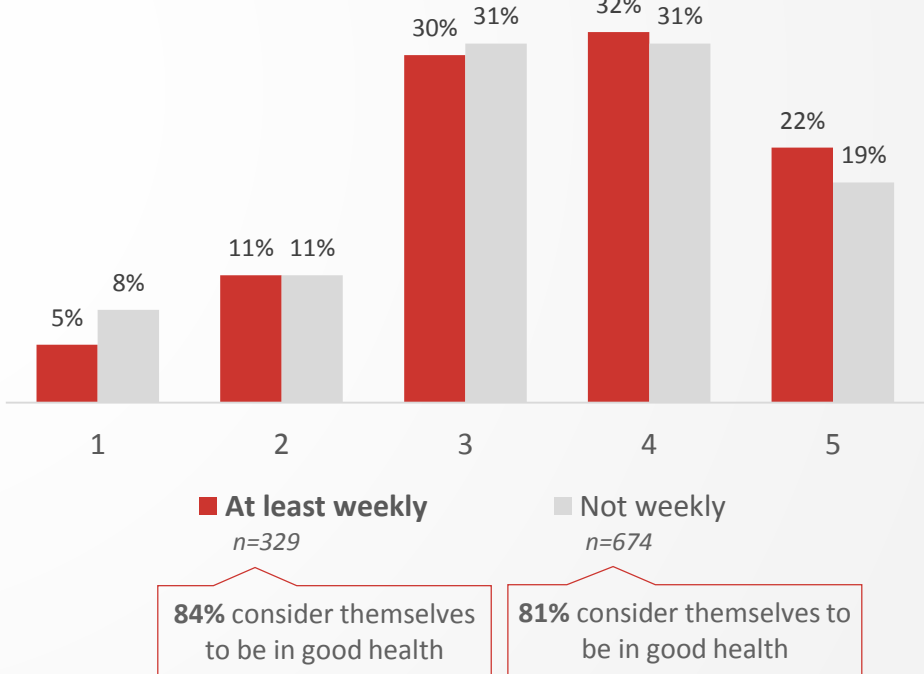
Masturbate Weekly vs. Less Frequent

Those who masturbate at least weekly are more likely to feel positive about their body than those who don't. They're also more likely to exercise more—however, this may be due to age differences.

Q: Do you think you have a beautiful body?



Q: How much self-confidence do you have? (On a scale from 1 to 5)

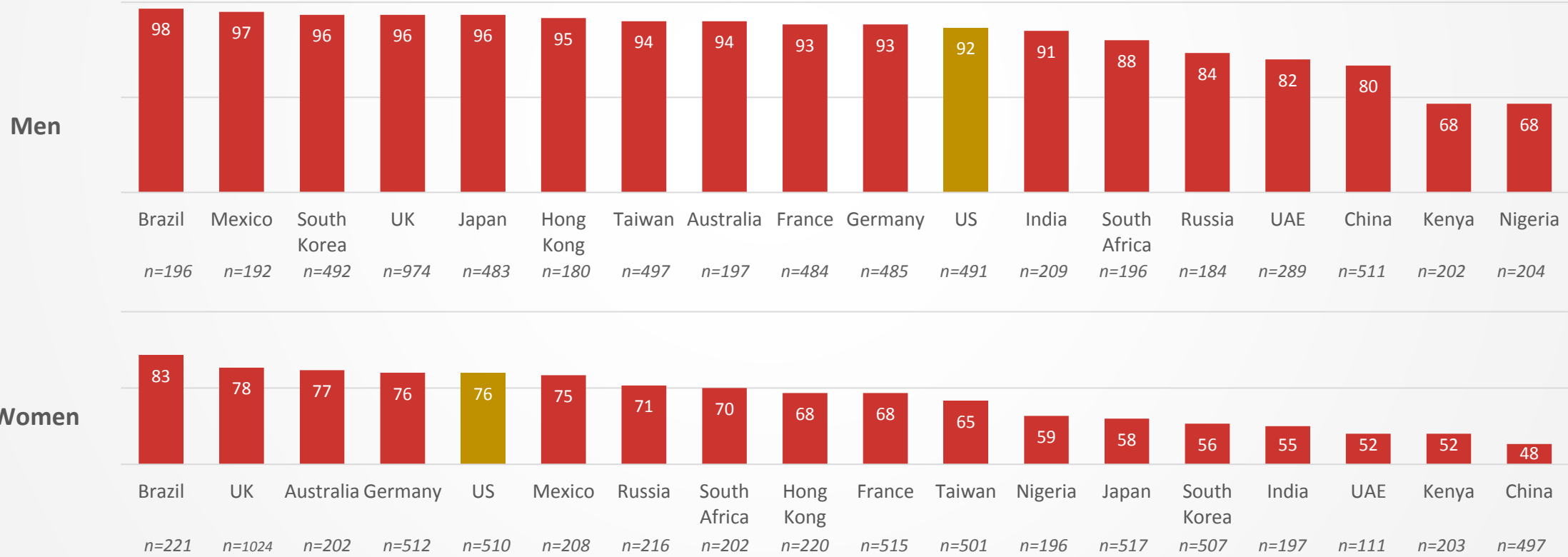


Global Comparison: Who Has Tried Masturbating?

92% of American men have tried masturbating—somewhat lower than most other countries surveyed. American women are comparatively higher at 76%

Q: Have you ever tried masturbating?

% who said Yes

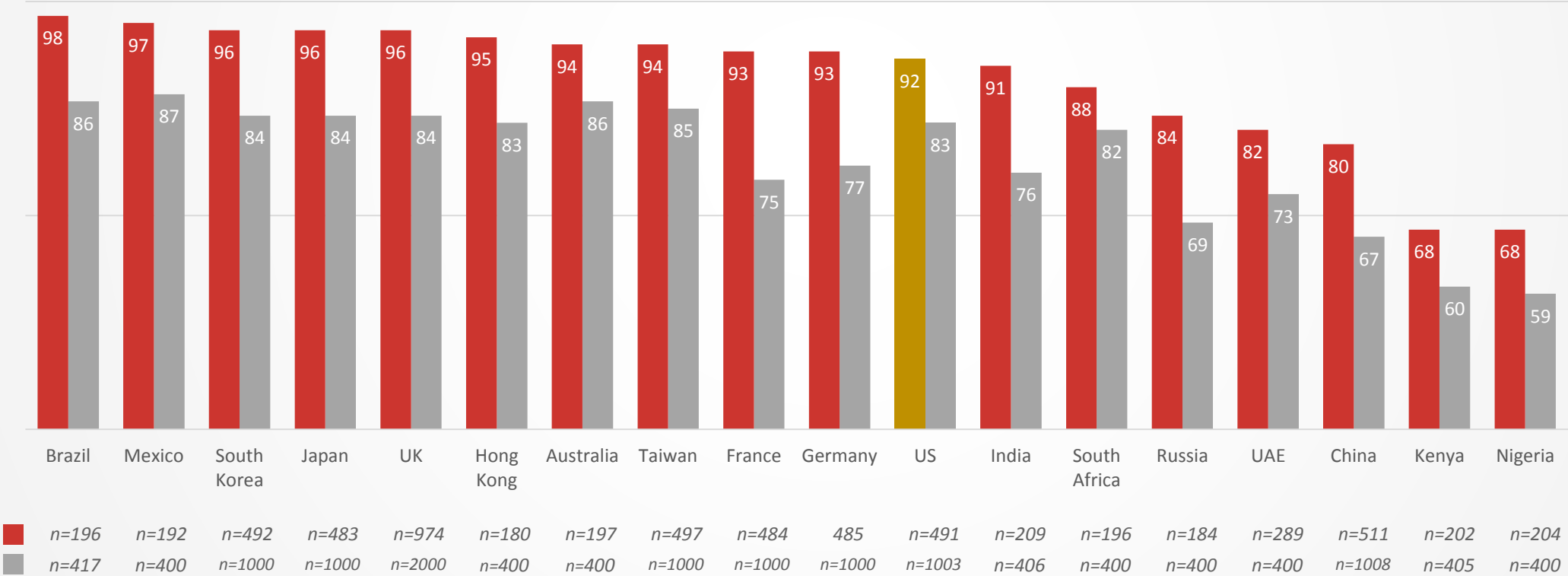


Global Comparison: Who Has Tried Masturbating?

Around the world, people think less men masturbate than actually do. In the US, the estimate of how many men masturbate is slightly closer to reality than in other countries: 92% vs. 83%.

■ **Q: Have you ever tried masturbating?**
% of men who said Yes

■ **Q: What percentage of men do you think masturbate?**
Average % estimated by each country

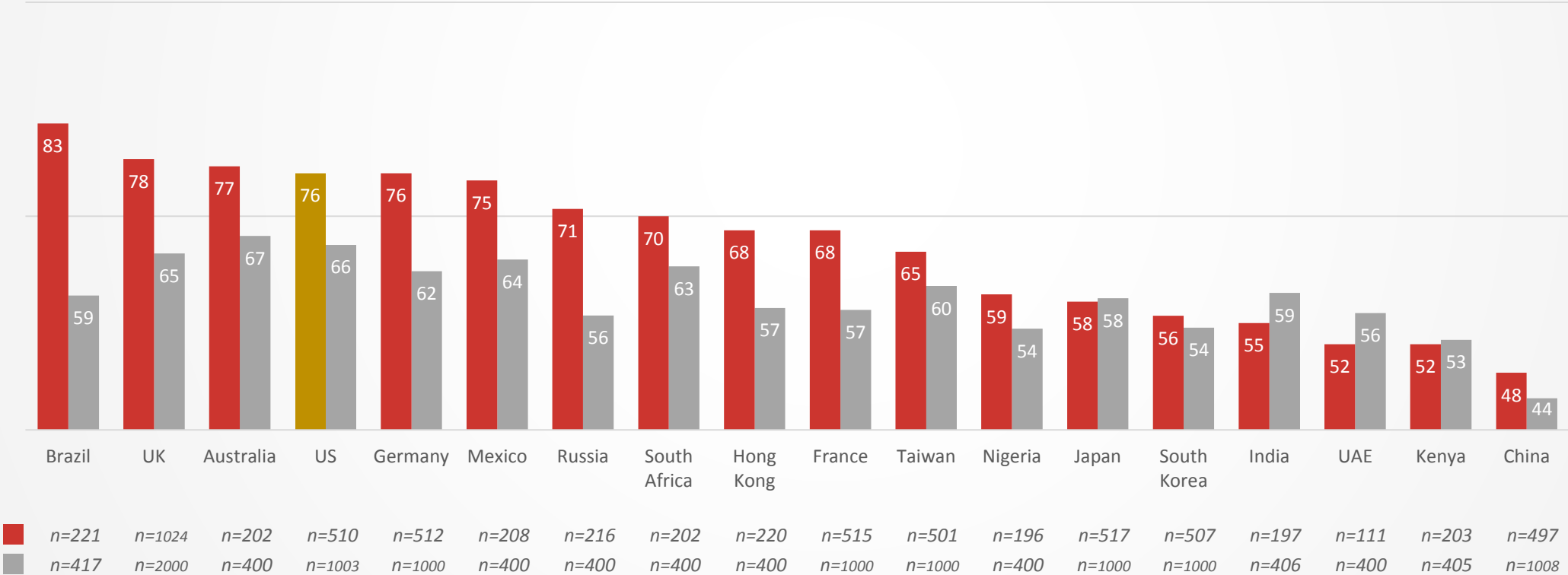


Global Comparison: Who Has Tried Masturbating?

Similarly, estimates of how many women masturbate is generally lower than reality: 76% vs. 66%. This discrepancy is far greater in certain countries than others.

■ Q: Have you ever tried masturbating?
% of women who said Yes

■ Q: What percentage of women do you think masturbate?
Average % estimated by each country

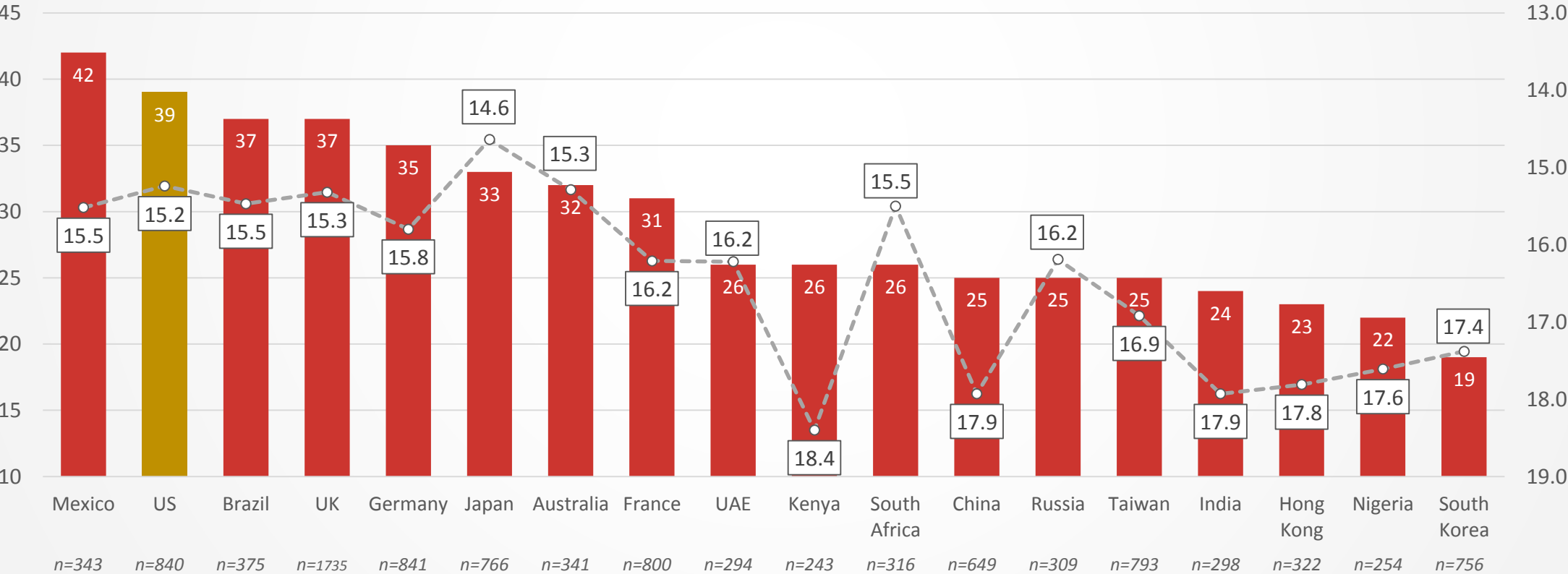


Global Comparison: Masturbation Frequency and Age First Tried

Among those who masturbate, 39% of Americans masturbate weekly. Across countries, the average age when people started masturbating correlates to the frequency with which they masturbate.

% who masturbate weekly or more
Among those who masturbate

Avg. age when they first masturbated
Note: Younger is higher

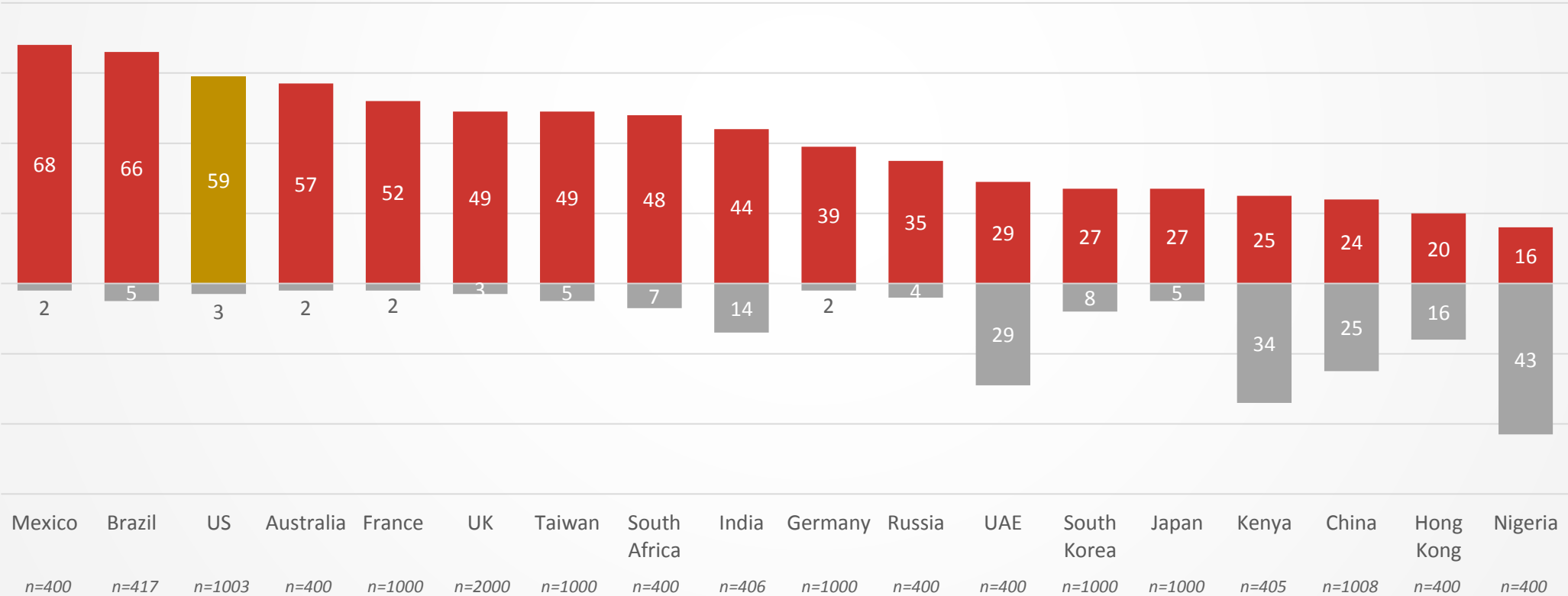


Global Comparison: Is Masturbation Good for Your Health?

Compared globally, Americans have positive views of masturbation—59% believe it’s good for your health.

Q: Would you say that masturbation is...?

■ Good for your health
■ Bad for your health



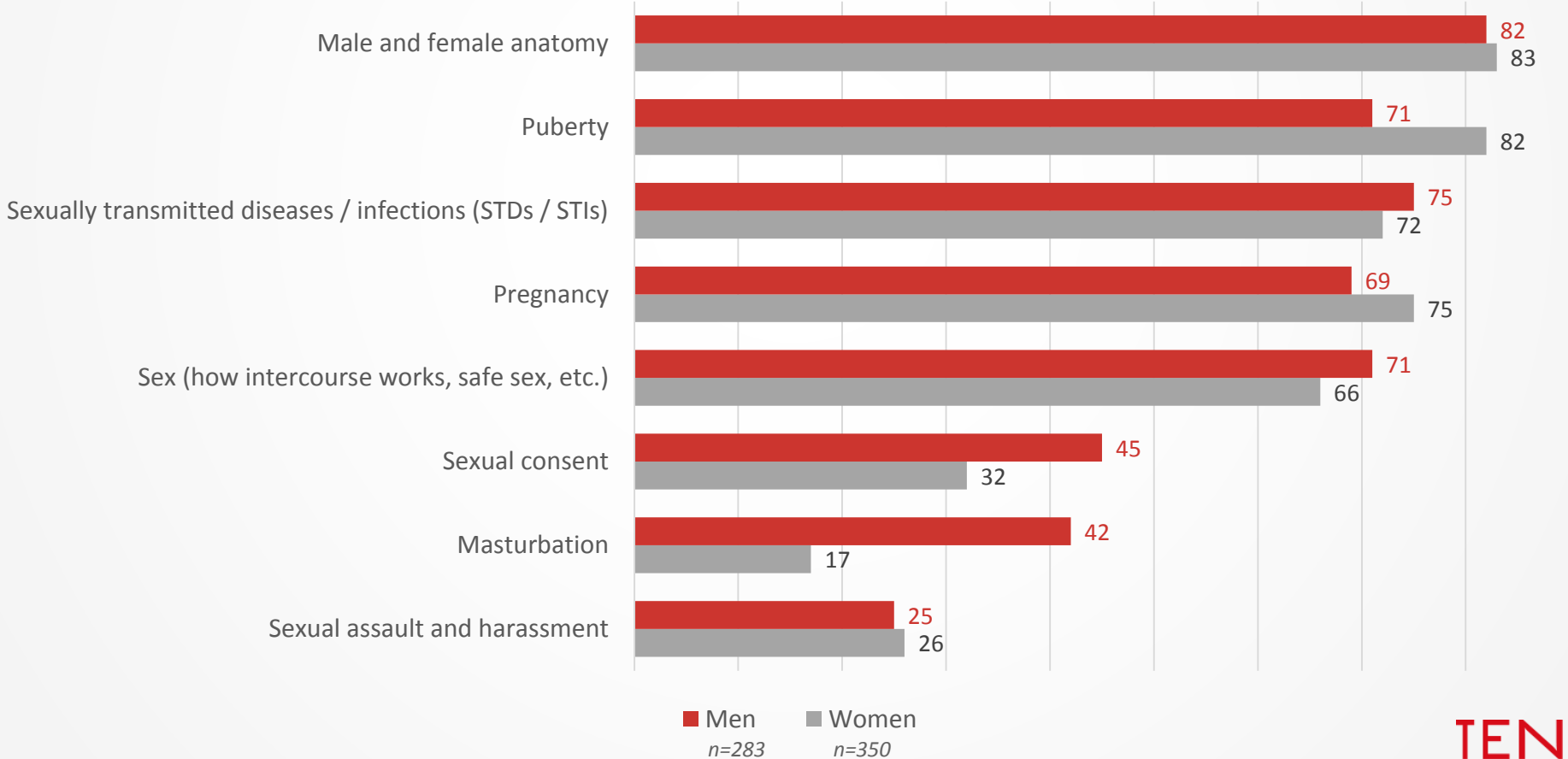
Sex, Masturbation, and Society

What do Americans Learn in Sex Ed? (By Gender)

American men are far more likely to have learned about masturbation as part of sexual education than women—still, less than half (42%) report covering it as a sex education topic.

Q: Which of the following topics were covered as part of your sex education program?

Among those who had sexual education

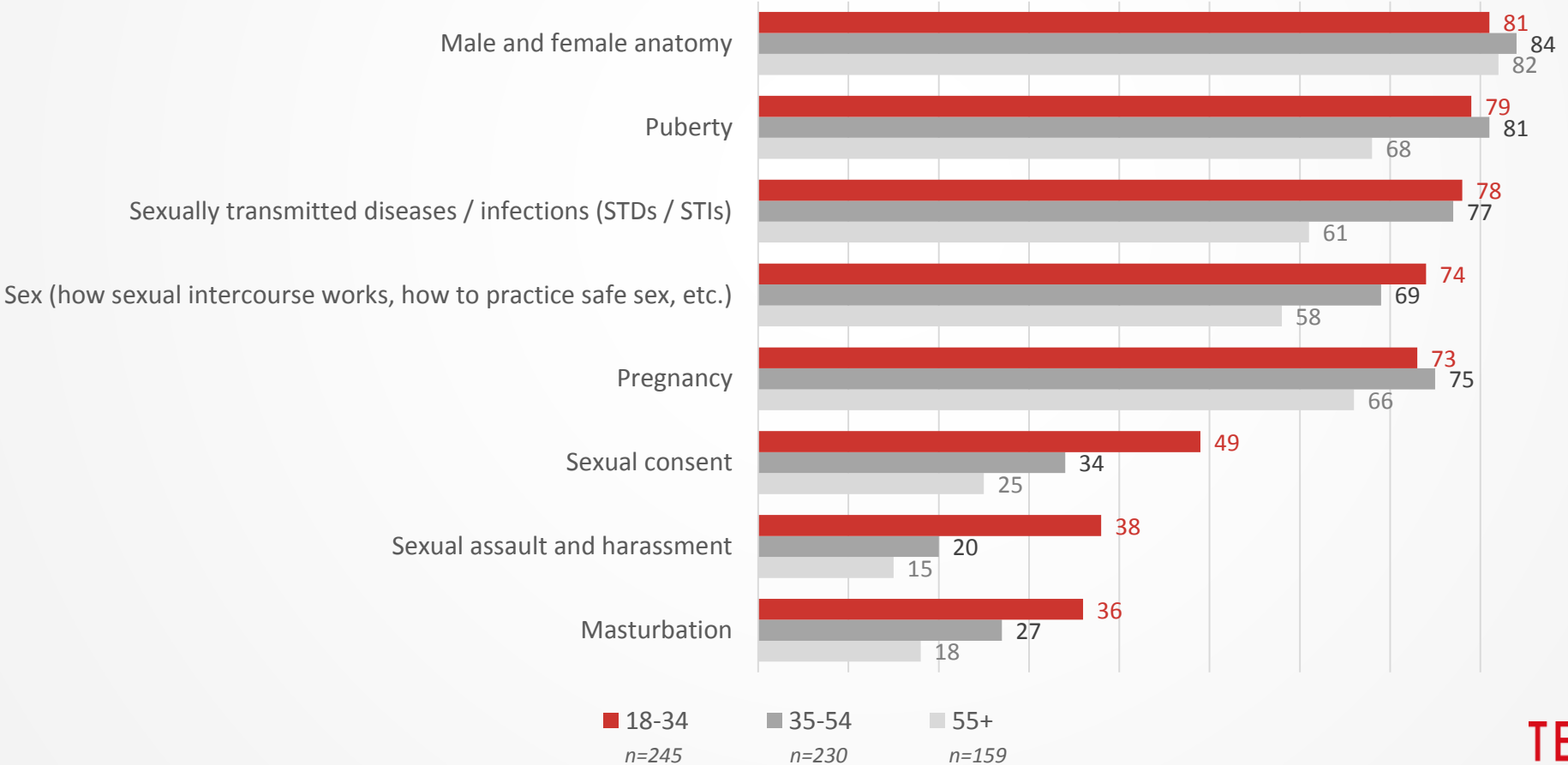


What do Americans Learn in Sex Ed? (By Age)

Younger Americans more likely to have learned about sexual consent, sexual assault, and masturbation than older Americans, indicating these topics are increasingly covered as part of sex education.

Q: Which of the following topics were covered as part of your sex education program?

Among those who had sex education

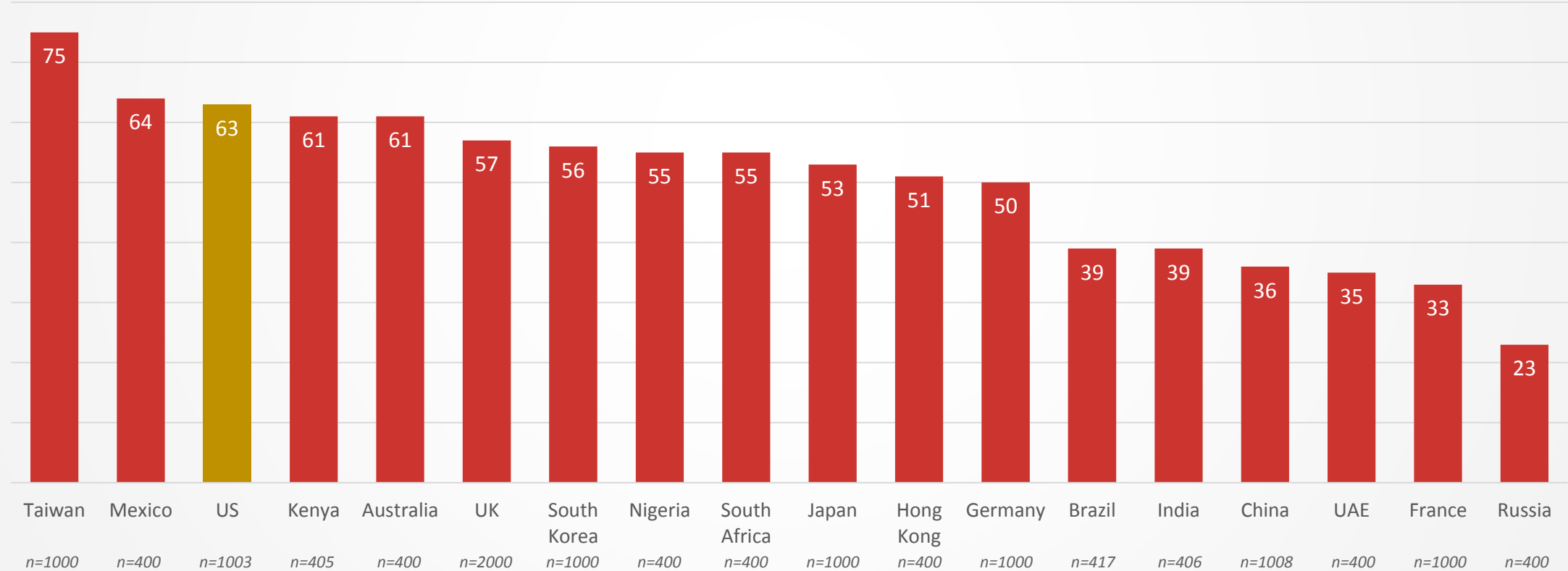


Global Comparison: Who Received Sex Ed?

Compared globally, Americans are among the most likely to have received sexual education.

Q: Did you receive sex education in school as a child or teenager?

Showing % who said Yes

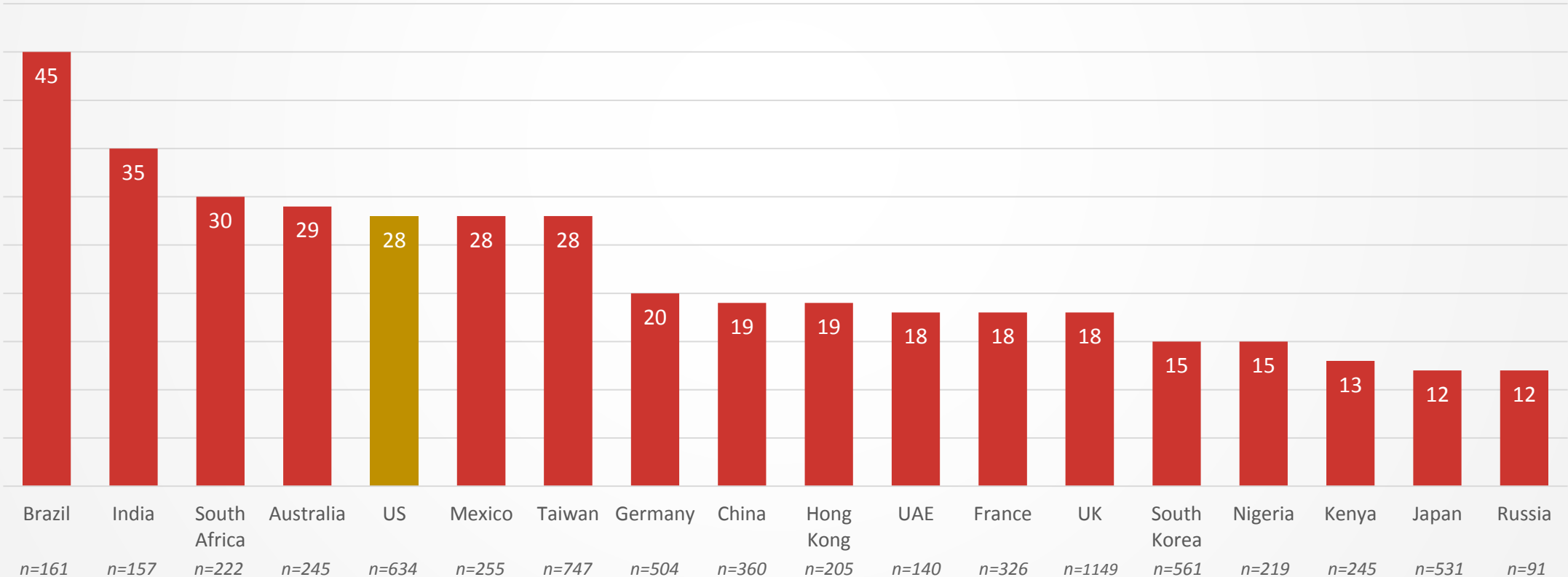


Global Comparison: Was Masturbation Part of Sex Ed?

Americans are more likely to have masturbation covered in sex education when compared globally, yet the number who had it covered as a topic is still low.

Q: Which of the following topics were covered as part of your sex education program?

Showing % of those who received sex ed who said masturbation

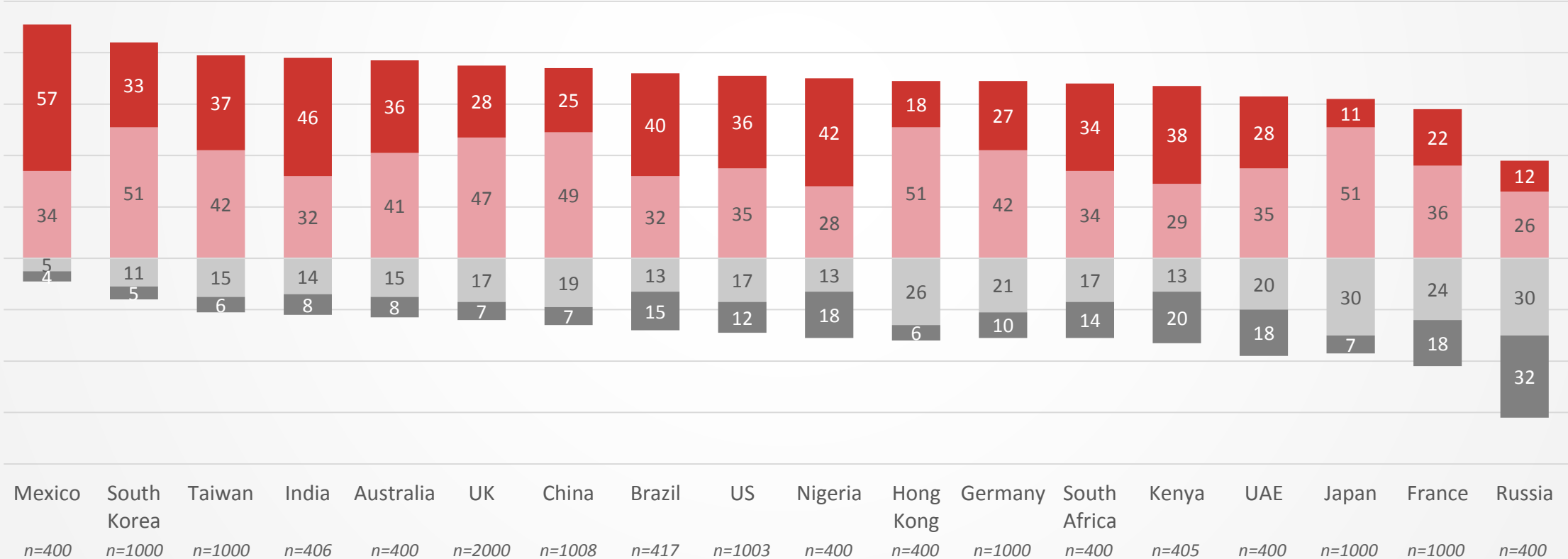


Global Comparison: Views on Masturbation in Sex Ed

A majority (71%) of Americans believe masturbation should be part of sexual education, but this number is less than other countries.

Q: How strongly do you agree or disagree that school sex education programs should cover masturbation as a topic for children and teenagers?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

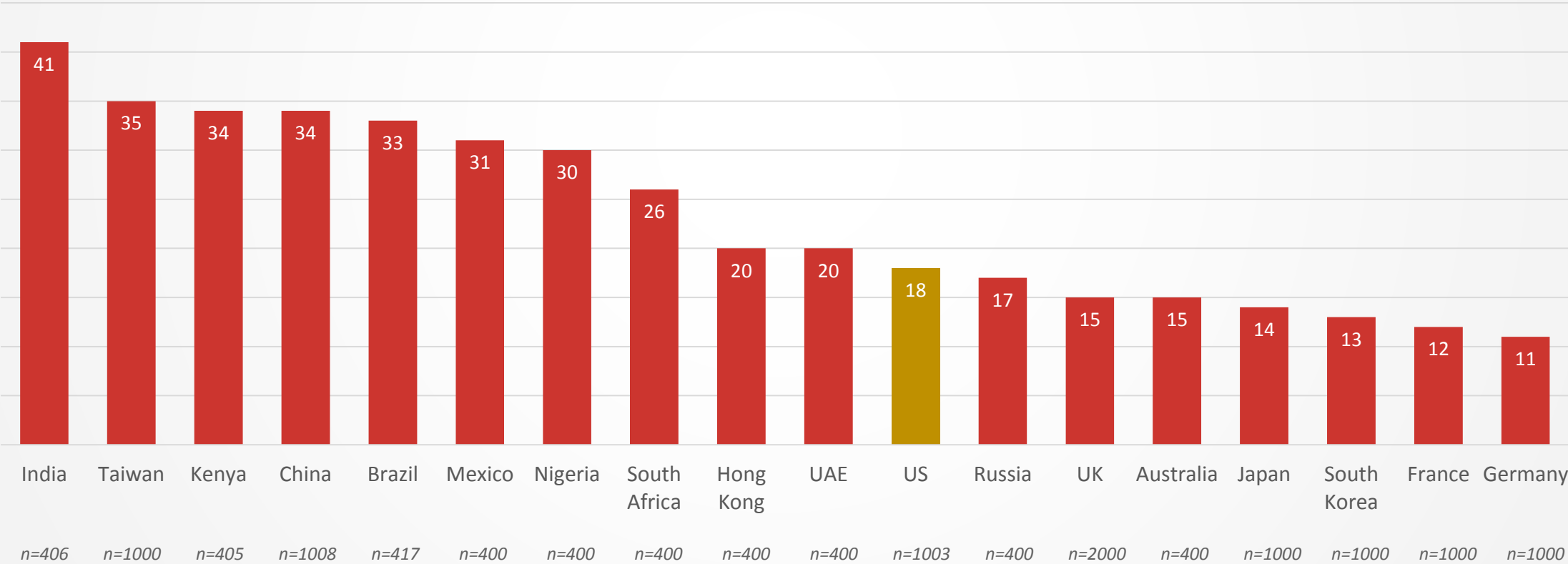


Global Comparison: Views on Talking About Masturbation

Compared globally, fewer Americans (18%) believe it's important to talk about masturbation with people they are close with.

Q: Is it important to talk about masturbation with people you are close with?

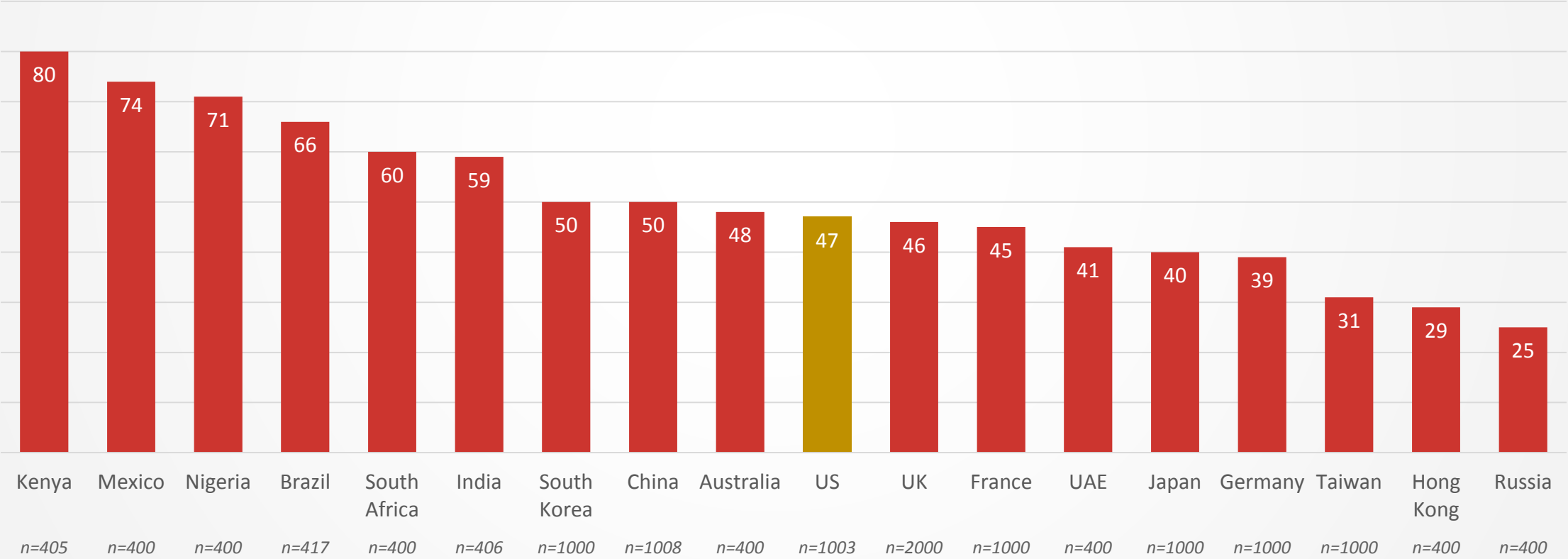
Showing % who said Yes



Global Comparison: Would Society Benefit from More Openness?

Similarly, less than half of Americans (47%) believe that society would benefit if people were more open discussing sexual topics.

Q: Would society would benefit if people are more open in discussing sexual topics like masturbation?
Showing % who said Yes

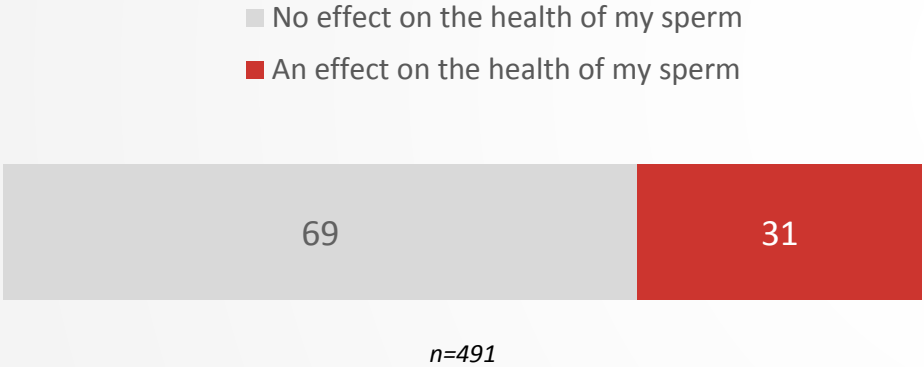


Appendix

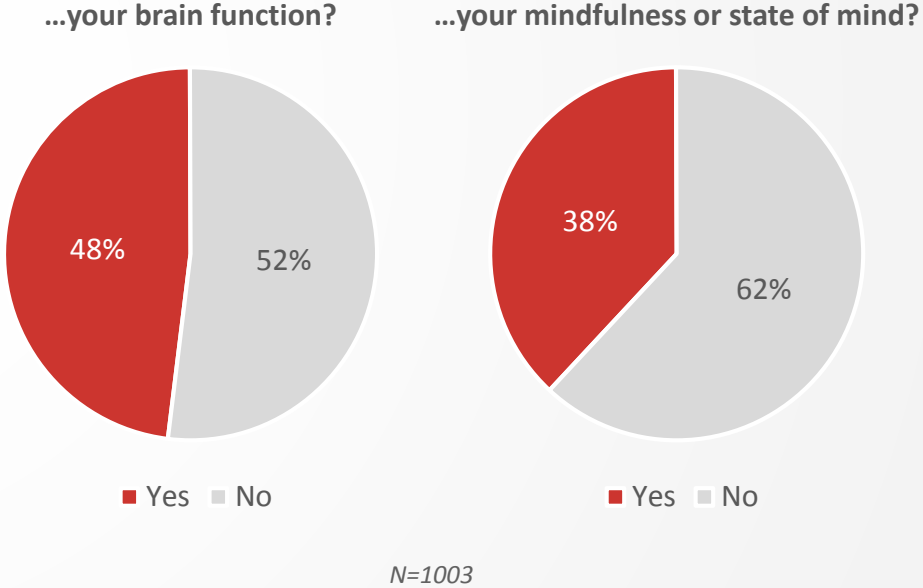
Perceived Effects of Masturbation

Over two-thirds of American men (69%) believe that masturbation does not have an effect on the health of their sperm. Nearly half (48%) of all Americans think it impacts brain function.

Q: Which of the following statements best matches your opinion? Masturbation has...
% among men



Q: Do you think masturbation impacts...
Among all

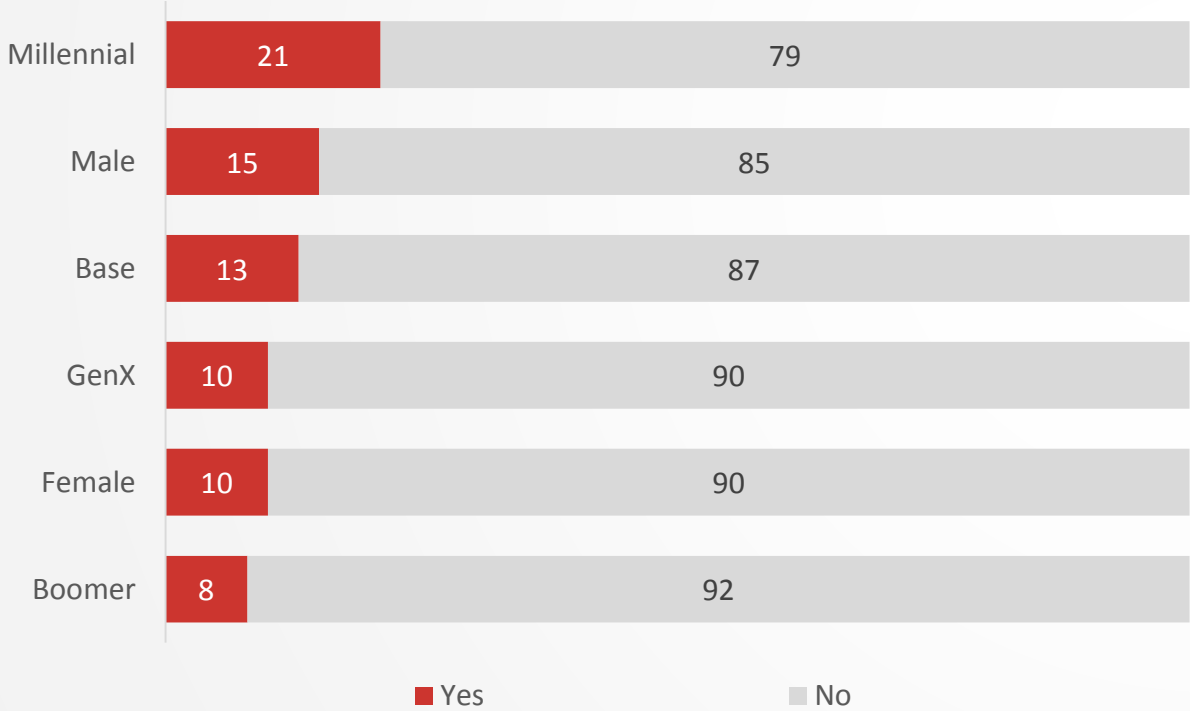


Dating App Usage

21% of Millennials are currently using a dating app or website, with Match.com as the most popular.

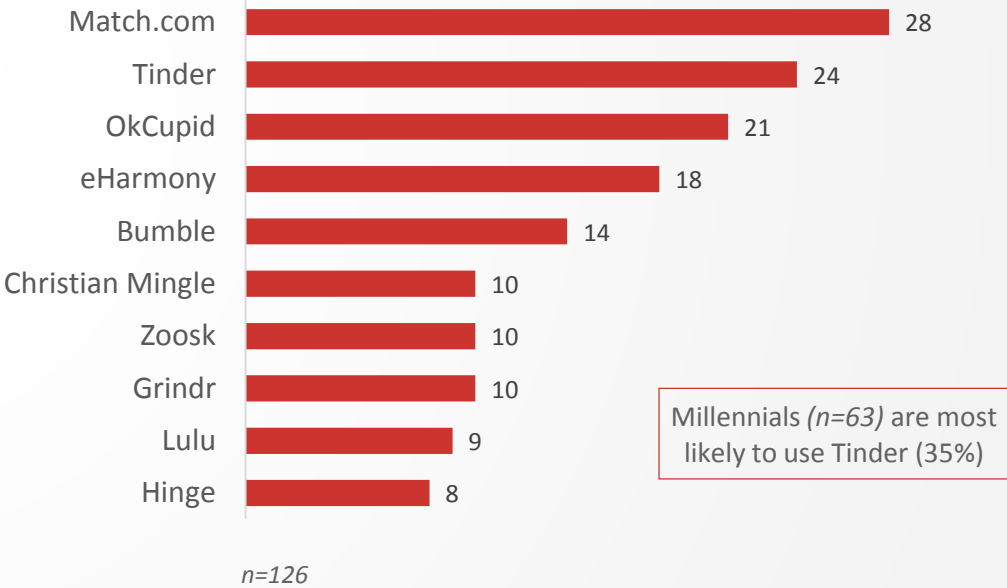
Q: Do you currently use any dating apps or websites?

N=1003



Q: Which dating apps or websites are you currently using?

Top 10 among those currently using dating apps or websites

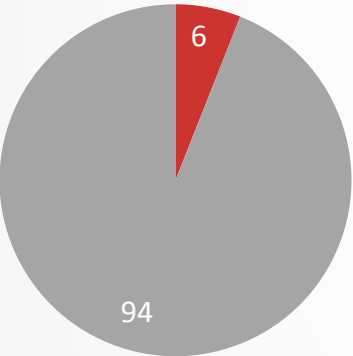


Millennials (n=63) are most likely to use Tinder (35%)

Masturbation and Safe Sex

Nearly one in five Millennials say they have masturbated or used a sex toy as a means to practice safe sex.

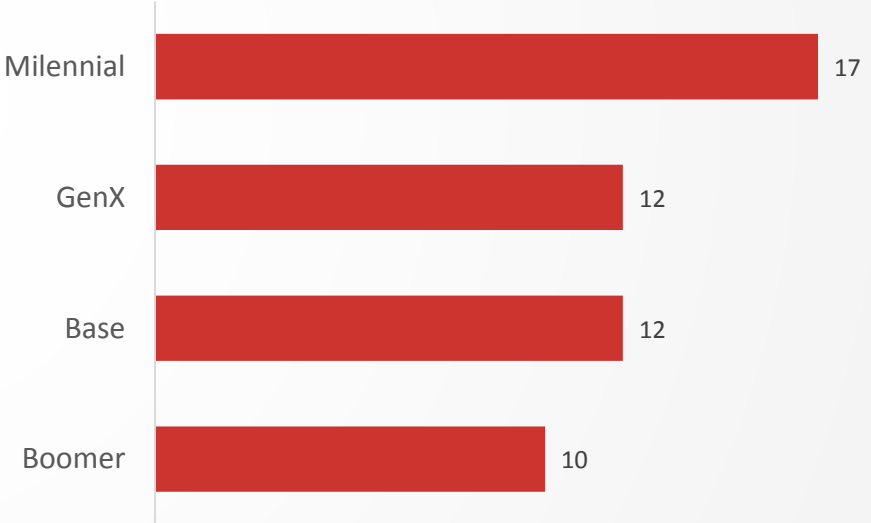
Q: Has a healthcare provider ever recommended the use of masturbation or purchase of a sex toy for therapeutic reasons?



■ Yes ■ No
N=1003

Q: Have you ever masturbated or used a sex toy as a means to practice safe sex?

% who said Yes



N=1003